

BHANU KOWSHIK

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SUMMARY OF QUALIFICATIONS

With over 5 years of expertise, elevated user experiences for 7 million users by streamlining interactions by over 80%. Led 22 projects, including 4 SaaS platforms, 11 websites, 6 mobile apps, and 2 process improvement strategies. Achieved this by **designing solutions at the intersection of technology, user needs, business requirements, and environmental impact.**

WORK EXPERIENCE

Graduate Teaching Assistant

UX Prototyping Course, UT Austin, Texas

Aug 2023 - Jan 2024

- Optimised learning outcomes by 70% by redesigning the curriculum based on peer school research, student feedback, and rigorous ideation, aligning with industry standards and **consequently increasing course engagement by 30%.**
- Boosted student engagement with prototyping workshops to 87%** by integrating advanced prototyping tools like Figma, Framer, and ProtoPie into lectures, resulting in 65% of students becoming proficient with these tools.

Lead Design Manager & Researcher

McCombs School of Business, UT Austin, Texas

Aug 2023 - Dec 2023

- Amplified procurement and disposal practices in sub-\$10 million construction projects **by discovering gaps in the warranty claiming process** through SME interviews and field research with key stakeholders, achieving 100% stakeholder engagement.
- Developed a strategy to cut onsite carbon emissions by 50% and minimise debris from furniture installation and disposals. Collaborated with six sustainability experts, **improving procurement practices for environmental efficiency.**

Graphic Designer, Communications Team

LBJ School of Public Affairs, UT Austin, Texas

Feb 2023 - Aug 2023

- Accelerated social media engagement by 70% across all social media platforms and event participation by 50% by designing compelling graphics and print media, leading to a standardised design system for the school's brand.
- Generated \$7.4 million in alumni donations, up from \$840k, in 6 months** by collaborating with the communications and marketing team to design promotional and research content, including newsletters, webpages, marketing materials, and flyers.

Head of Product Design

ShopTrade, Kurunegala, SriLanka

Jul 2021 - Jul 2022

- Directed the refinement of 2 client B2B SaaS products, **increasing the usability score from 32.7 to 83.2 through rigorous usability testing, heuristic evaluation,** and iterative design solutions, resulting in a 23% revenue growth.
- Secured \$1.2 million in seed funding to **develop a workflow optimization SaaS product by collaborating with the CEO and stakeholders.** Brainstormed, ideated, and prototyped, resulting in a solution boosting daily productivity by 200%.
- Enhanced candidate retention by over 80% **by enhancing the hiring process through candidate interviews and understanding managerial challenges.** Developed a streamlined recruitment workflow, resulting in the hiring of 3 candidates within 2 weeks.

Junior User Experience Designer

SavvyApp, Mumbai, India

Oct 2020 - Jul 2021

- Audited FinTech mobile app for usability using 10 heuristics, leading to simplified design solutions; improved user retention and **increased daily active users by 250% through strategic A/B testing under guidance of lead designer.**

University Research Fellow

Hasso Plattner Institute of Design at Stanford, California, USA (Remote)

Mar 2018 - Oct 2020

- Led a team of 5 in redesigning the curriculum through Design Thinking workshops** and data-driven insights, resulting in a 340% Improve in student project completion rates and significant academic improvements.

EDUCATION

The University Of Texas at Austin, Austin, Texas, USA

Aug 2022 - May 2024

MS in Information Science— Human Computer Interaction

SKILLS

UX Methodologies: Market Research, User Persona Creation, Affinity Mapping, Design Thinking, Information Architecture, Storyboards, Low/High Fidelity Wireframes, Rapid Simulation, Usability Testing, Product Documentation and Developer Handoff

Research: User Interviews, SME Interviews, Survey Design, On-Field Research, Accessibility Audit and A/B Testing

Design tools: Adobe Creative Suite, Figma, Sketch App, InVision, Blender, ProtoPie, Zeplin, Miro, Canva, Webflow, Midjourney