

BHANU KOWSHIK

Product Designer & Human Centered Researcher

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SUMMARY OF QUALIFICATIONS

Previously Head of Product with over 5 years of expertise, elevated user experiences for 7m+ users by streamlining interactions by over 80% using AI-driven insights. Led 22 projects, including SaaS platforms, websites, mobile apps, and Service Design strategies. Expert in designing solutions with the customer obsessed design process, business requirements, and social impact.

WORK EXPERIENCE

Head of Product Design

ShopTrade, Kurunegala, SriLanka

July 2021 - July 2022

- **Directed the design strategy of 2 client B2B SaaS products** for the shopping industry, increasing the usability score (SUS) from 32.7 to 83.2 through rigorous usability testing & product concept testing, 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.

Lead Design Manager & Researcher

McCombs School of Business, UT Austin, Texas

Aug 2023 - Dec 2023

- Enhanced procurement and disposal practices in sub-\$10 million construction projects by **identifying gaps in the warranty claiming process through SME interviews.** Used AI tools for data analytics, achieving 100% stakeholder engagement.
- Developed a strategy to cut onsite carbon emissions by 50% and minimize debris from furniture installation and disposals. Collaborated with six sustainability experts, **improving procurement practices for environmental efficiency.**

Digital Engagement Lead

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 standardized design guidelines/design systems 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.

Graduate Teaching Assistant

UX Prototyping Course, UT Austin, Texas

Aug 2023 - Jan 2024

- Optimized learning outcomes by 70% by redesigning the curriculum using AI tools for research and data collection, peer school research, and student feedback, 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, ProtoPie, and **AI tools in design into lectures, resulting in 65% of students becoming proficient with these tools.**

Junior User Experience Designer

SavvyApp, Mumbai, India

Oct 2020 - July 2021

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

University Research Fellow

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

Mar 2018 - Oct 2021

- **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

Masters in Information Technology — Human Computer Interaction

SKILLS

UX Methodologies: Market Research, UX Research, Interaction Design, 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