

# Bhanu Kowshik

## Lead Experience & Product Designer

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### SUMMARY OF QUALIFICATIONS

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Experienced designer with 5+ years in tech, leading and co-working on over 22 projects including 4 SAAS platforms, 11 Webpages, 6 mobile apps, and a process improvement strategy, simplifying user experiences by 80% and impacting over 7 million users. Notably, one SAAS project secured over \$1.2 million for marketing. I view each project as an opportunity for continuous learning and pushing design boundaries.

### WORK EXPERIENCE

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#### Graduate Teaching Assistant

August 2023 – Present

UX Prototyping Course, UT Austin, Texas

- Restructured the course curriculum through extensive peer school research, student interviews, and brainstorming. Carried out a 30% surge in student enrollment and 70% improvement in learning outcomes.
- Renewed course lectures with focus on advanced prototyping in Figma, Framer and ProtoPie which elevated student engagement to 87% in practical prototyping workshops.
- Boosted student class project quality by 60% and presentation skills by 30% through guiding students in design, research, and usability testing, from storyboarding to storytelling.

#### Lead Sustainability Designer

August 2023 – December 2023

McCombs School of Business, UT Austin, Texas

- Served as Sustainability Design Consultant for the university's construction department, addressing furniture sustainability in sub-\$10 million projects. Identified gaps in furniture warranty awareness and disposal.
- Conducted comprehensive interviews with department heads, stakeholders, building managers, and vendors, achieving 100% engagement and uncovering insights into procurement and disposal practices.
- Worked alongside with a team of 6 sustainability enthusiasts to improvise the current procurement methods and presented our strategy which can reduce carbon footprint by 50% to stakeholders.

#### Graphic Design Intern

February 2023 – August 2023

LBJ School of Public Affairs, UT Austin, Texas

- Elevated the college's social media presence by over 70% and event participation by 50% by designing compelling graphics and print media, while establishing a distinct design system for the school's brand.
- Crafted key promotional content for the LBJ Liberty & Justice Awards 2023, honoring Willie Nelson, that significantly aided in raising over \$7 million to school for student development and research projects.

#### Product Designer

July 2021 – July 2022

ShopTrade, Kurunegala, SriLanka

- Collaborated with the CEO to transform a rough project idea into a tangible solution within 8 months, beginning with empathizing with the concept, followed by prototyping, stakeholder testing, and user testing.
- Led design for 4 B2B SAAS products for global teams, guiding projects from SME interviews through iteration, testing, and handoff to developers. This resulted in client satisfaction and generated \$600,000 in revenue.
- Directed the design of in-house workflow tracking and automation software, elevating the SUS Score from 42% to an impressive 74% in just 11 months. This achievement secured funding of \$1.2 million.
- Innovated the company's hiring process for designers by restructuring assignments to be more realistic and revealing about the candidates. This strategy led to the hiring of 3 candidates and increased candidate retention by over 80%.

## Jr UX Designer

October 2020 – July 2021

SavvyApp, Mumbai, India

- Improved user retention strategies for a burgeoning fintech startup, leading to a 250% surge in daily app users under the mentorship of a lead designer, showcasing innovative and effective design solutions.
- Spearheaded comprehensive application audit using the 10 Standard Heuristic evaluation, identified key issues, and led targeted A/B testing with a lead designer, resulting in a 250% increase in daily customer base.
- Initiated and led the development of a new website from concept through stakeholder interviews and sketches to developer collaboration, achieving 80% design fidelity and ensuring 100% stakeholder engagement.

## University Innovation Fellow

March 2018 – October 2020

Hasso Plattner Institute of Design at Stanford, California, USA

- Identified gaps in between Revamped the education structure in a fellowship, leading a team of 5, by developing innovative strategies to enrich undergrad experiences and supporting teacher upskilling for improved student growth and stakeholder engagement.
- Facilitated over 5 Design Thinking Workshops for 10-20 participants each, leveraging the 6-thinking hats methodology to tackle societal challenges, fostering innovative problem-solving approaches.
- Uncovered students' skill confidence gap; spearheaded a team of five to innovate curriculum strategies, drawing on university references, securing 75% stakeholder buy-in with compelling solution proposals.

## EDUCATION

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### University Of Texas at Austin, Austin, Texas, USA

Aug 2022 - May 2024 (Expected)

MS in Information Science— Human Computer Interaction

CGPA : 3.75

## SKILLS & Tools

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**Qualitative Design:** User Research, Low/high fidelity Wireframing, Prototyping, Usability Testing, Design Thinking, Information Architecture, Storyboarding, User Persona Creation, Journey Mapping, A/B Testing, Agile Methods.

**Visual Design:** Typography, Color Theory, Grid Systems, Sketching, Cross-Platform Design, Micro-interactions, Responsive Design, Design System, Familiarity with UI Design Trends.

**Accessible Design:** WCAG Compliance, ARIA Standards, Designing for Screen Readers, Color Contrast Analysis, Inclusive Design Approach, Assistive Technology Proficiency, Cognitive Accessibility Design.

**Tools:** Adobe Creative Suite, Figma, Sketch, InVision, Balsamiq, Blender, Zeplin, Miro, Canva, Webflow, Lunacy.

**AI Tools:** Designs.ai, Khroma, Uizard, Adobe Sensei, Jasper, Midjourney, AutoDraw, Pebblely