

# Twinkle Bhatt

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## SUMMARY

A systems-minded product designer crafting scalable, accessible, and user-centered digital experiences. Skilled in translating complex workflows into intuitive design systems that drive business outcomes. Known for aligning cross-functional teams through clear, consistent design thinking and collaborative execution.

## WORK EXPERIENCE

### Shoptaki

Aug 2024 - Present

#### Product Design Lead

- Led the design and implemented a scalable, cross-platform design system for a **digital ID platform to support wealth management**, supporting both mobile and web ensuring consistency through accessibility standards and design tokens.
- Conducted user research through conducting heuristic evaluations, usability tests, and user interviews to identify pain points in finance and identity flows, discovering navigation challenges and friction enhancing user experience by 40%.
- Worked closely with engineers and PMs to translate insights from usability testing and user feedback into scalable, reusable UI components for wallet cards and graphs improving design-to-dev alignment and reducing handoff time by 30%.
- Optimized key interaction flows using behavioral data and stakeholder feedback, **resulting in a 12% increase in CTA click-through rates** and enhanced navigational clarity.
- Shared MVP iterations through storytelling and competitive analytics, helping get stakeholders and investors buy in with a 15% boost in task success rates.

### Immer

Jan 2024 – May 2024

#### UX/UI Designer (Internship)

- Designed 50+ high-fidelity prototypes with **data-rich dashboards** for live support analytics and responsive wireframes using Figma (auto-layout, interactions, motion) to deliver visually polished, accessible interfaces.
- Performed user research and usability testing, contributing to iterative design strategies that enhanced user experience of the live chat screens and aesthetics while meeting the deadlines effectively.
- Redefined user flows using the Double Diamond method, identifying usability issues and optimizing interactions to reduce the number of clicks needed for key actions, **increasing the engagement of live event attendees by 31%**.
- Co-led design efforts with a cross-functional team to analyze and resolve usability challenges, utilizing surveys to gather insights and implement effective design improvements, **boosting usability by 12%**.
- Took the lead on **competitive analysis and documentation** efforts to maintain consistency and enhance design system maturity.

### Freelance

Dec 2021 – Feb 2025

#### UX/ UI & Product Designer, Developer

- Kompkin:** Redesigned an e-learning platform using atomic design to support scalable, engaging experiences for learners.
- Miurac (Edufeat):** Built reusable UX patterns across a learning suite that contributed to a 50% increase in organic traffic through improved structure.
- Sahu & Sparks Foundation:** Designed secure UI patterns for finance and forensic applications to enhance trust and usability.
- MHM's Outcome-Based Education:** Developed interactive learning tools using Python to reinforce core programming concepts.

## TOOLS, LANGUAGES & SKILLS

**Design:** Component Libraries, Tokens & Theming, Visual Consistency, Design Documentation, WCAG, Accessibility Standards User Research, Heuristics, IA, Competitor research, Design system, Storytelling, A/B testing

**Tools:** Figma, Adobe CC, Miro, Sketch, Zeplin, Balsamiq, Jira, Trello, Optimal Workshop, Protopie, Slack

**Languages:** HTML/CSS, JS, Python, SQL

## HONORS AND VOLUNTEER EXPERIENCE

- IEEE:** Contributed to technical workshops and student-led initiatives during undergrad.
- Student Council:** Organized events and improved campus engagement through leadership roles.
- UBA:** Supported public relations for social causes enhancing outreach between the college and rural communities

## EDUCATION

### Pace University

MS in Information Systems | Concentration: HCI/User Experience Design

New York, NY

Sep 2022 - May 2024

### University of Mumbai

B. E in Electronics and Telecommunication

Mumbai, India

Aug 2018 - Jun 2022