

MAITHILI BHUTA

SENIOR PRODUCT DESIGNER

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Work Experience

HRD Consulting Pvt. Ltd.

Senior Design Consultant

March 2025 - Present

Mumbai, India (On-site)

- Redesigned financial advisory dashboards and client portals, simplifying complex data visualization which boosted feature adoption by **18%** among users.
- Delivered scalable design frameworks and workflows that accelerated client onboarding by **28%** and increased client engagement scores by **30%**.

HumanX

Lead Product Designer

November 2023 - February 2025

Mumbai, India (Hybrid)

- Managed a team of 4 to craft the user experience for a refurbished bike platform with a keen focus on seamless browsing & selling experience.
- Engineered the design & strategy for a GenAI image analysis tool, emphasizing visual aesthetics and actionable insights, boosting campaign effectiveness by **15%** for an industry-leading marketing agency.
- Steered the visual design and UX research of 6 key flows across web and mobile platforms for a healthcare portal affiliated with the Times Group.

OpsLyft

Product Designer

August 2021 - September 2023

San Francisco, California (Remote)

- Spearheaded customer interviews and implemented rationale feedback verified by early adopters that increased the adoption of new features by **70%**.
- Collaborated with 4 cross-functional teams to execute a complete website redesign by leveraging data from analytical tools and meeting business requirements; boosted Monthly Active Users (MAU) by **120%**.
- Designed end-to-end core features of the product including a customizable dashboard, asset management, and budget management to name a few, that contributed to a **13%** growth in MRR.
- Led the development of a comprehensive design system framework, enhancing consistency across all platforms; resulting in a 40% increase in design efficiency and a **7%** reduction in production time.

Self-Employed

Freelance Designer

April 2020 - July 2021

Mumbai, India

- Orchestrated responsive website projects for diverse small businesses, covering SAAS, D2C, B2B, and Healthcare domains; achieved an average of 12% increase in customer retention.

Education

Dwarkadas J. Sanghvi College of Engineering, University of Mumbai, India

Bachelor of Engineering in Computer Engineering | CGPA: **8.6**

August 2017 - October 2020

Shri Bhagubhai Mafatlal Polytechnic, India

Diploma in Computer Engineering | CGPA: **8.9**

August 2014 - May 2017

Skills

- Design:** UX Research, User Experience (UX), Product Design, Information Architecture, Wireframing, User Interface Design, Prototyping, Rapid Prototyping, Mockups, User-centered Design, Design Thinking, Human Computer Interaction, Usability, Visual Design.
- Tools:** Figma, Sketch, Illustrator, Premiere Pro, Photoshop, Adobe XD, Webflow.

Certificate

UI / UX Design Specialization, California Institute of the Arts, Coursera

April 2020

- The course reinforced a deep understanding of key concepts such as user research, strategy, wireframing, and prototyping.
- Hands-on projects, including a mid-level digital prototype, facilitated the application of best practices and conventions in UX design, resulting in a 20% reduction in project turnaround time.