

# MAITHILI BHUTA

SENIOR PRODUCT DESIGNER

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## Work Experience

<b>HRD Consulting Pvt. Ltd.</b> <i>Senior Design Consultant</i>	<b>May 2024 - Present</b> Mumbai, India (Hybrid)
<ul style="list-style-type: none"><li>Redesigned financial advisory dashboards and client portals, simplifying complex data visualization which boosted feature adoption by <b>18%</b> among users.</li><li>Delivered scalable design frameworks and workflows that accelerated client onboarding by <b>28%</b> and increased client engagement scores by <b>30%</b>.</li></ul>	
<b>HumanX</b> <i>Lead Product Designer</i>	<b>November 2023 - February 2024</b> Mumbai, India (Hybrid)
<ul style="list-style-type: none"><li>Managed a team of 4 to craft the user experience for a refurbished bike platform with a keen focus on seamless browsing &amp; selling experience.</li><li>Engineered the design &amp; strategy for a GenAI image analysis tool, emphasizing visual aesthetics and actionable insights, boosting campaign effectiveness by <b>15%</b> for an industry-leading marketing agency.</li><li>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.</li></ul>	
<b>OpsLyft</b> <i>Product Designer</i>	<b>August 2021 - September 2023</b> San Francisco, California (Remote)
<ul style="list-style-type: none"><li>Spearheaded customer interviews and implemented rationale feedback verified by early adopters that increased the adoption of new features by <b>70%</b>.</li><li>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 <b>120%</b>.</li><li>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 <b>13%</b> growth in MRR.</li><li>Led the development of a comprehensive design system framework, enhancing consistency across all platforms; resulting in a 40% increase in design efficiency and a <b>7%</b> reduction in production time.</li></ul>	
<b>Self-Employed</b> <i>Freelance Designer</i>	<b>April 2020 - July 2021</b> Mumbai, India
<ul style="list-style-type: none"><li>Orchestrated responsive website projects for diverse small businesses, covering SAAS, D2C, B2B, and Healthcare domains; achieved an average of 12% increase in customer retention.</li></ul>	

## Education

<b>Dwarkadas J. Sanghvi College of Engineering, University of Mumbai, India</b> <i>Bachelor of Engineering in Computer Engineering</i>   CGPA: <b>8.6</b>	<b>August 2017 - October 2020</b>
<b>Shri Bhagubhai Mafatlal Polytechnic, India</b> <i>Diploma in Computer Engineering</i>   CGPA: <b>8.9</b>	<b>August 2014 - May 2017</b>

## Skills

<ul style="list-style-type: none"><li><b>Design:</b> 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.</li><li><b>Tools:</b> Figma, Sketch, Illustrator, Premiere Pro, Photoshop, Adobe XD, Webflow.</li></ul>	
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## Certificate

<b>UI / UX Design Specialization, California Institute of the Arts, Coursera</b>	<b>April 2020</b>
<ul style="list-style-type: none"><li>The course reinforced a deep understanding of key concepts such as user research, strategy, wireframing, and prototyping.</li><li>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.</li></ul>	