# Maithili Bhuta

UX Designer | *Mumbai, India*

4 year experienced Product Designer with a proven track record of designing impactful business solutions for diverse clients in SaaS, B2B, and B2C sectors.

💻 <u>Portfolio</u>
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## EXPERIENCE

### HumanX — *Lead Product Designer*

November 2023 - February 2024 | Mumbai, India (Hybrid)

- Led a team of 4 to craft the user experience for a refurbished bike platform with a keen focus on seamless browsing & selling experience.
- Design & strategy for a GenAI image analysis tool with an emphasis on visual design & actionable consumer insights for one of the world's leading marketing agency led to a 15% increase in campaign effectiveness.
- Steered the visual design and UX research of 6 key flows across web and mobile platforms for a healthcare portal affiliated to the Times Group.

### OpsLyft — *Product Designer*

August 2021 - September 2023 | San Francisco, California (Remote)

- Spearheaded customer interviews and implemented feedback provided by early adopters that increased the adoption of new features by 70%.
- Designed high-fidelity mockups for critical pathways such as the onboarding flow increasing the sign-up rate by 18%.
- Strategically identified and resolved user points with tools such as Useberry and MixPanel improving churn rate by 20%.
- Designed 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.
- Proactively identified issues and revamped the website, rallying 4 teams leading to a 64% uplift in monthly visitors.

### Freelance Designer — *Self-Employed*

April 2020 - July 2021

- Successful design engagements with 15+ clients globally over the stint of 1.5 years across a spectrum of domains including SAAS, D2C, B2B, CAAS, and Healthtech to name a few.
- Developed strong client relationships, and consistently received positive feedback for effective communication and the ability to translate client expectations into creative design solutions.

## EDUCATION

### Bachelor of Engineering — *Mumbai University*

August 2017 - October 2020

Computer Engineering | CGPA: 8.60

### Diploma in Engineering — *SVKM's S.B.M.P*

August 2014 - May 2017

Computer Engineering | CGPA: 8.9

## SKILLS

**Design:** UX Research, User Flows, User Experience Design, Visual Design, Information Architecture, Wireframing, Prototyping, User Interface Design, Usability Testing, Mockups, Interaction Design, Analytics, Storyboarding, Usability, Human-Computer Interaction

**Software:** Figma, InDesign, Sketch, Illustrator, Premiere Pro, Adobe XD, Webflow

## PUBLICATION

### Air Quality Measurement using Computer Vision & CCTV Footage of road traffic — *IRJTE*

March 2020

Using traffic cameras, our project aimed at employing Computer vision for detecting PM 2.5 & 5 particle levels, thus helping calculate AQI values at a granular scale in urban regions.