Medhavi Thakur

Product Designer, Chicago

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EXPERIENCE

Comet Lab — Lead UX Designer

INDIANAPOLIS, AUGUST 2023 - MAY 2024

- Led the redesign of Comet Lab's website from wireframe to production using a data-driven approach.
- Collaborated closely with developers and UX designers to optimize user journeys and enhance site accessibility, resulting in a 30% increase in user engagement.
- Established a design system for Lab's products, leading to a 40% improvement in brand recognition.
- Initiated comprehensive UI audits across SAVI websites, resulting in a 25% issue resolution rate, created and pitched standardized interface design solutions to the stakeholders.
- Spearheaded the Lab's social presence to achieve a 100+ member growth in the professional network and boosting website traffic by 25% within 2 months.

Comet Lab — UX Designer

AUGUST 2022 - MAY 2023, INDIANAPOLIS

- Conducted comprehensive UI/UX audits and developed wireframes and design systems, redesigning key website sections to align with user needs and business goals, resulting in a 30% increase in engagement for the soccer team of Indiana.
- Worked alongside stakeholders to design and develop a website for an NGO based in Kenya, leading to a 35% increase in donations.

StartInc — UX Designer

MAY 2022 - JULY 2022, MUMBAI

- Collaborated with the development team to enhance the UX of the client's E-commerce website, leading to a 20% reduction in bounce rate and a 15% increase in conversion rate.
- Redesigned the customer journey from browsing to checkout and the visual design, boosting user engagement and increasing customer purchases by 30%.

Freelance — UX Designer

MAY 2020 - APRIL 2022, MUMBAI

- Designed and shipped a 0-1 website for a leading chemical manufacturing company improving customer outreach by 20% and increased revenue by 30%.
- Created visual brand identities for over 10+ clients, enhancing their visual communication and market presence.

Yellow Advertising — UI / UX Designer

DECEMBER 2019 - APRIL 2020, MUMBAI

- Collaborated with cross-functional stakeholders, including PMs, engineers, and content strategists, to redesign 3 B2C websites, leading to a 25% boost in client inquiries and a 20% increase in conversion rates.

EDUCATION

MS, Human Computer Interaction

Indiana University, Indianapolis
AUGUST 2022 - MAY 2024

BDes, Graphic Design

MIT Institute of Design, Pune
JULY 2016 - JULY 2020

SKILLS

Tools: Adobe Photoshop, Illustrator, Sketch, Figma, InDesign, Premiere Pro, After Effects, Miro

Design: Accessible Design, Design Systems, Information Architecture, Interaction Design, Rapid Prototyping, User Flows, Visual Design, Wireframing, A/B Testing, Affinity mapping, Cognitive Walkthrough, Contextual Enquiry, Journey Maps, Storyboarding, Cross Functional Collaboration, Task Analysis, User Interviews, User Testing, Brainstorming, Critique Sessions, Design Walkthroughs.

Soft Skills: Active Listening, Attention to detail, Constructive Feedback, Cross-team Collaboration, Presentation, Storytelling.

CERTIFICATE

Introduction to User Experience Design
Georgia Institute of Technology
JAN 2022

VOLUNTEERING

UX Design Lead for startup company, Vibeo based in Chicago
JULY 2023 - SEPTEMBER 2023