

BHAGYASHRI PAWAR PATIL

UX/UI Designer | UX Researcher | Product Designer

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[LinkedIn](#) | [Portfolio Website](#) | [Behance](#)

PROFESSIONAL SUMMARY

User-focused UX/UI Designer and UX Researcher with 5+ years of experience designing digital products in **fintech, healthcare, SaaS, logistics, and education**. Skilled in **end-to-end design** from **qualitative and quantitative research** to **wireframing, prototyping, and usability testing**, with a strong focus on **accessibility (WCAG)**, **responsive design**, and **scalable design systems**. Experienced in **facilitating workshops, mentoring junior designers, and presenting design insights to stakeholders** across **Agile, cross-functional teams**. Collaborates closely with **product, development, and business teams** to transform insights into **intuitive, high-impact solutions**. Proficient in **Figma, Adobe XD, Sketch, InVision, Miro**, and front-end basics (**HTML, CSS, JS**).

WORK EXPERIENCE

Lead UX/UI Designer (Freelance)

The MenoPal, Dublin, Ireland | Nov 2024 - Apr 2025

- Led end-to-end UX and UI design for a wellness app, improving usability scores by 35% through user testing and accessibility-first interfaces.
- Conducted UX research and developed wireframes that increased engagement by 40%, significantly enhancing retention among users aged 18–35.
- Translated research findings into design decisions that prioritized inclusivity and ease of use across devices and demographics.

User Experience Designer

Dell Technologies (Moonraft Payroll), Bengaluru, India | Aug 2021 - Aug 2023

- Designed complex responsive web and native mobile apps (iOS/Android) for B2B SaaS platforms, improving user task completion time by 30% and reducing bounce rate by 20%.
- Presented design decisions, research insights, and product visions to stakeholders and leadership teams.
- Conducted UX research with 150+ users, creating personas, journey maps, and task flows that improved design decision accuracy by 40%.
- Facilitated design sprints and planning workshops, aligning cross-functional teams around shared goals and timelines and conducting the design critique sessions.
- Contributed to the evolution of a cross-platform design system, building reusable components and documentation to streamline delivery and maintain visual consistency.

UI/UX Designer

Leo Technosoft, Pune, India | Dec 2020 - Jul 2021

- Designed end-to-end UX for Lytus, a telehealth and RPM platform, improving dashboard usability and enhancing patient-provider interaction across web and mobile.
- Revamped the company website, resulting in a 40% reduction in bounce rate and a

- 15% increase in lead conversions through improved layout and responsive design.
- Led rebranding efforts including visual identity, UI consistency, and digital assets boosting brand recognition and engagement across marketing channels. Delivered wireframes and microcopy updates increasing task clarity and reduced user drop-off.

UI/UX Designer

Sankey Solutions, Mumbai, India | Dec 2018 - Dec 2020

- Led the redesign of an internal tracking system used by 125+ employees, launching 20+ new features and increasing user engagement by 25%.
- Partnered with product managers and developers to convert business requirements into polished interfaces, reducing project turnaround time by 20%.
- Delivered UX/UI solutions across multiple domains including CRM systems, analytics dashboards, VoC platforms, KPI/metrics tools, e-commerce, edutech, HRM systems.

EDUCATION

Master's of Science in Interaction and Experience Design

University of Limerick | 09/2024 | International Students Ambassador

Master's in Computer Application

Government College of Engineering, Karad | 05/2019 | Gold Medalist, 2018-2019 Batch

Bachelor of Computer Science

Shivaji University, Kolhapur | 03/2016

CORE SKILLS

Product Strategy & Collaboration:

Product Roadmapping, Feature Prioritization, Cross-Functional Collaboration, Stakeholder Management, Agile Development, Sprint Planning, User Metrics & Performance Tracking

UX & Interaction Design:

User-Centered Design, UX Research (Qualitative & Quantitative Research), Journey Mapping, Personas, Interaction Design, Visual & UI Design, Wireframing, Prototyping (Low - High Fidelity), Storytelling, Sitemaps, Usability Testing, Usability Metrics, Service Design, UX Writing, Accessibility (WCAG 2.1), Inclusive Design, Design Systems, Responsive Design, Typography, Layout, Color Theory, Style Guides, Branding Strategy

Design Thinking & Process:

Agile UX, Lean UX, Human-Centered Design, Design Thinking, Design Critique, Workshop Facilitation, Co-design Sessions, Evaluation & Iteration

Tools & Technologies:

Figma, Adobe XD, Sketch, InVision, Miro, Adobe Creative Cloud, UserTesting.com, Jira, HTML, CSS, JS(basic), Responsive Design, Cross-Platform Design, AI-Powered Design

CERTIFICATIONS AND VOLUNTEER EXPERIENCE

Certifications: AI for Designers, Design Thinking: An Ultimate Guide, Google UX Design

Volunteer Work: Silver Award from PVA for Volunteering