

GAYATRI TAWDE

PRODUCT DESIGNER

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EXPERIENCE

Lead Product Designer | Holiday World

Colorado Springs | 01/2024 – Present

- Led product strategy and end-to-end design for InstaScale, a new product initiative that drove a 45% increase in user retention, enabling expansion into a new market vertical and supporting user acquisition goals.
- Conducted usability testing, heuristic evaluations, and leveraged product analytics to identify and resolve 12+ UX issues, improving usability and reducing support tickets by 20% post-launch through iterative designs.
- Collaborated cross-functionally with the founder, PMs, and developers in Agile sprints to translate business goals into MVP experiences, leveraging AI for design ideation to streamline workflows and align on KPIs, resulting in two features launching 3 weeks ahead of schedule.
- Created and maintained a scalable design system in Figma, improving visual consistency across the product ecosystem and reducing engineering handoff time by 40%.
- Designing a fully responsive e-commerce website, translating product strategy into intuitive user flows, low to high fidelity wireframes, mockups and prototypes, to elevate the user experience.

User Experience Designer | TIPS

Seattle | 01/2024 – 11/2024

- Designed and implemented interactive digital experiences and web pages that increased user engagement by 60% and raised their highest funds to date within a month, through impactful storytelling and optimizing touchpoints.
- Conducted 20+ user interviews and synthesized insights into journey maps and affinity diagrams, identifying key opportunities and shaping design strategy to enhance user experience.
- Spearheaded design sprints championing user-centered design principles to create intuitive user flows and refining ideas into engaging prototypes, boosting stakeholder engagement by 20%.
- Led usability testing with 25 stakeholders on mid-fidelity prototypes, achieving 92% positive feedback, thus validating design effectiveness ahead of launch.

Design Architect | Ingrain

India | 03/2022 – 08/2023

- Spearheaded user-centered design development for a luxurious 40-story residential tower complex by crafting precision-driven construction layouts and coordinating with SMEs, reducing RFIs during construction by 20%.
- Developed schematic designs leveraging 3D modeling for commercial and residential space on a complex urban site, turning client requirements into sustainable designs, accelerating client buy-in during the concept phase.
- Mentored interns on Architecture Industry Standards, fostering efficiency and team collaboration through focus group initiatives.

Design Architect | Hingoo Architects

India | 09/2021 – 02/2022

- Designed spatial layouts for a 100-unit residential redevelopment project, maximizing usable area by 12% within the allocated footprint and reducing client turnaround time by one month.
- Integrated zoning code requirements and compliances early in the design process, streamlining reviews and expediting permit approval by 4 weeks.

Design Intern | Newarch Landscapes LLP

India | 12/2018 – 04/2019

- Conducted observational research on user psychology and sensory responses at an amusement park, informing the strategic design of the park's extension for enhanced user experience.

EDUCATION

Master of Design in Interaction Design

San Francisco | 08/2023 – 08/2024

California College of the Arts

Bachelor of Architecture

India | 08/2015 – 10/2020

University of Mumbai

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NOTABLE PROJECTS

UX Designer | ORA | Academic

San Francisco | 08/2023 - 12/2023

- Spearheaded end-to-end product design, incorporating user feedback and refining concepts into the Minimum Viable Product (MVP), achieving an 85% success rate in usability testing.
 - Established brand values and crafted a unified design system for the mobile app, driving visual consistency and enhancing brand credibility through a seamless user experience.
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SKILLS

Tools- Figma, Mural, Miro, Adobe Creative Suite, Notion, Slack, Clickup, AI tools

Design and Research- Design Strategy, Design Systems, UX Design, Brand Design, Visual Design, Typography, Color Theory, Website Design, Mobile Application Design, Motion Design, Wireframes, Mockups, Rapid Prototyping, Systems Thinking, UX/UI Design, Information Architecture, Heuristic Evaluation, Customer Journey Mapping, User Interviews, Usability Testing, ML, WCAG