

# GAYATRI TAWDE

## PRODUCT DESIGNER

Product Designer with 4 years of experience in blending creativity and strategy to deliver impactful solutions. I have a proven track record of excelling in collaborative environments and driving innovative ideas to completion without compromising on speed or quality.

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### EXPERIENCE

#### Freelance UX Designer | VeCube Mumbai | 01/2026 - Present

- **Designed and developed the company website leveraging a no-code tool**, bringing the brand online.
- **Spearheading design for a B2C e-commerce website**, building a scalable design system, and crafting wireframes and prototypes to streamline complex user journeys.

#### Lead Product Designer | Holiday World Colorado Springs, USA | 11/2024 - 11/2025

- **Owned end-to-end product strategy and design for InstaScale**, a new product that drove a **35% increase in user retention**, enabling expansion into a new market vertical and supporting user acquisition goals.
- **Promoted from UX Designer to Lead Product Designer within 4 months** for turning an ambiguous idea into a key tool through fast, high-quality execution with strong ownership.
- **Spearheaded design for a responsive e-commerce website from the ground up**, translating product strategy into intuitive user flows, simplifying complex user journeys, creating wireframes following user-centered principles, and prototypes in Figma, elevating the user experience.
- **Conducted usability testing and heuristic evaluations** to identify and resolve 12+ UX and accessibility issues, **reducing support tickets by 20%** post-launch through iterative designs.
- **Collaborated closely with the founder, engineers, PM, and designers** in agile sprints to navigate ambiguity, shape the road map, align on KPIs, and leverage AI for design processes, launching two features ahead of schedule.
- **Developed a scalable Figma-based design system** with clear brand style guidelines and a component library, ensuring visual consistency while empowering developers to **ship faster by cutting handoff time by 40%**.

#### UX Designer | TIPS Seattle, USA | 01/2024 - 11/2024

- Designed and implemented interactive digital touchpoints that **increased user engagement by 60% and helped raise their highest funds to date within a month** by delivering impactful storytelling and optimized user flows.
- **Conducted user interviews and synthesized insights** into user journey maps, storyboards, and affinity diagrams, identifying key opportunities and shaping design strategy to enhance user experience.
- **Orchestrated design sprints championing user-centered design principles** to create intuitive user flows, iterate quickly on product changes, and deliver engaging prototypes, boosting stakeholder engagement by 20%.
- **Led usability testing with stakeholders** on mid-fidelity prototypes, achieving **92% positive feedback**, validating design effectiveness ahead of launch.

#### Design Architect | Ingrain Architects Mumbai | 03/2022 - 03/2023

- **Led user-centered designs for a luxurious 40-story residential tower complex** by crafting precision-driven construction layouts and collaborating efficiently with subject matter experts, **reducing requests for information by 30%**.
- **Mentored interns and junior architects** on Industry Standards, fostering efficiency and collaboration through focus groups.

#### Design Architect | Hingoo Architects Mumbai | 09/2021 - 02/2022

- **Developed schematic designs** leveraging 3D modeling for a mixed-use project on a complex urban site, turning client requirements into sustainable design solutions, thus **accelerating client buy-in during the concept phase**.
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### EDUCATION

#### Master of Design, Interaction Design | California College of the Arts San Francisco, USA | 08/2023 - 08/2024

#### Bachelor of Architecture | University of Mumbai Mumbai | 08/2015 - 10/2020

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### SKILLS

**Tools** : Figma, Mural, Miro, Canva, Adobe Photoshop, Framer, Notion, AI tools, Lovable, Basics of HTML, CSS & Java, WCAG

**Design and Research** : Product Strategy, Design Systems, Product Design, UX Design, UI Design, UI Kits, UX Research, Mockups, Product Roadmap, User Journey Mapping, Website Design, Mobile App Design, Systems Thinking, Brand Design, Visual Design, Wireframes, Prototyping, Information Architecture, Usability Testing, Heuristic Evaluation