

Bhagyashree Bhagwatkar

UX Design student with a passion for addressing human-centered challenges and creating seamless digital experiences. Skilled at combining creativity, empathy, and problem-solving to align user needs with technology and business goals, driven by curiosity, innovation, and a desire to make a meaningful impact.

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EXPERIENCES

1. UX Researcher and Designer // Doto Health, IIT Bombay

Jun 2025-Aug2025

- Conducted contextual inquiries and field studies across 30+ hospitals in Maharashtra, observing live deliveries and mapping postpartum workflows. Identified system gaps and opportunities, applying empathy-driven research to optimize labor, birthing, and postpartum monitoring processes.
- Analyzed qualitative and quantitative data from postpartum monitoring, identifying critical pain points in patient care and workflow inefficiencies. Conducted benchmarking and market analysis to propose evidence-based improvements, translating insights into actionable solutions that enhanced usability, patient engagement, and clinician efficiency.
- Designed UI for Nurtura – AI CoPilot, creating intuitive user flows and prototypes for labor and postpartum monitoring. Conducted pilot user testing, resulting in a 30% increase in engagement with the postpartum module.

2. UI & UX Design Intern // Propero Consulting

Jun 2023-Oct 2024

- Worked on multi-disciplinary design efforts across UX research, branding, UI (app & website) design, social media management, and graphic design for B2C and B2B clients like Vitomalia, Windchimes.com, and Cookiemama.
- Revamped the company website, designing intuitive web pages for solutions like Fractional Quantity, Intelligent Automation, and Shopify integrations, ensuring a seamless user experience.
- Led UX design & feature integration for Smart Discounts, a Shopify tool optimizing discount campaigns by conducting research, stakeholder interviews, and surveys, ideating and designing the dashboard UI, and iterating through usability testing to provide data-driven insights for merchants.
- Collaborated with cross-functional teams, including software engineers, marketing & business managers, and product managers, to deliver user-centered solutions.

3. UX Design and Research Intern // Pune International Centre

Jun 2024-July 2024

- Researched the impact of modern education on tribal students at EMRS, Palghar, including literature review, methodology design, and data collection.
- Examined socio-cultural transitions, academic performance, and gender-specific challenges, providing policy insights. providing policy insights into tribal education.
- Managed and designed branding, presentations, AV content, and promotional materials for the National Conference on Social Innovation (NCSI) 2025.

4. New Zealand STEM Education Research and Design Intern

Nov 2024-Mar 2025

- Conducted in-depth research on New Zealand's STEM education landscape, including market analysis, benchmarking, and student-focused user research.
- Developed the Theory of Change and authored policy recommendations to enhance STEM education and drive a knowledge-based economy.
- Contributed to designing an innovative STEAM education program to improve learning experiences.

EDUCATION

1. Bachelor of Design (B.Des)

User Experience and Immersive Media Design (2022-26), CGPA - 8.88

MIT Institute of Design,

MIT ADT University, Pune, MH

2. Higher Secondary Education

(12th HSC, PCM) – 82.83%

City Pride Junior College, Pune, MH

3. Secondary Education

(10th, CBSE) – 97.8%

City Pride School, Pune, MH

AWARDS

1. **Samsung Research PRISM Ideathon**
2nd Place 2024 - Aware Intelligence for Hybrid Work Culture Employees
2. **IndiaHCI 2024, IIT Mumbai**
VDate, Dating for Visually Impaired
3. **International Design Olympiad**
1st Place 2020
Weight Optimised School Bags
4. **Design Championship**
MindBox and NASSCOM
By: Autodesk, CORAL, and Unity,
1st Place 2019
NGO Branding & Logo Competition
5. **ATAL Tinkering Lab Award, 2020**

SKILLSET

UI/UX Design
User Research
Wireframing
Prototyping
Usability Testing
Information
Architecture
Agile Methodology

Visual Design
Branding
Interaction Design
Data Visualisation
User Flows
Design Thinking
System Design
Storyboarding

TOOLS

Figma
Sketch
Framer
Adobe CC
HTML-CSS
Xcode

MS Office
Miro
Tableau
Mid Journey AI
Android Studio

PROJECTS

1. MenoEase // Healthcare

- **Problem Statement:** Indian menopausal women face hormone fluctuations, societal stigma, and limited access to personalized guidance, resulting in unmet health and lifestyle needs.
- **Methods:** Conducted contextual inquiries with 50+ women and 8 doctors, mapping user flows, sequences, cultural influences, and artifacts. Administered surveys to analyze pain points and gaps, followed by competitor analysis to benchmark existing solutions. Ideated potential interventions based on insights.
- **Solution:** Designed an IoT-enabled wearable system that tracks hormone levels via sweat analysis through a cooling effect bracelet and symptom tracker, connected to a companion app to provide personalized lifestyle guidance and monitor progress.

1. V-Date // Inclusive and Assistive Technology

- **Problem Statement:** Visually impaired individuals face barriers in online dating due to inaccessible interfaces, trust issues, and difficulty interpreting non-verbal cues, limiting their ability to connect on mainstream platforms.
- **Methods:** Conducted ethnographic research and user interviews to uncover pain points, analyzed competitors to identify accessibility gaps, and developed personas, journey maps, and prototypes through UX research and wireframing.
- **Solution:** Designed an inclusive dating app with voice-based interactions, a Credibility Verifier for user authentication, an Aggregator Model for safe virtual and in-person experiences, and an optimized UI/UX for seamless navigation.
- **Impact:** 50% increase in accessibility through voice-based interactions and screen reader optimization. Improved trust and higher engagement in digital dating for visually impaired users.

2. VROOM // Mobility and Transportation Technology

- **Problem Statement:** Riders face safety risks, poor situational awareness, and communication challenges due to fragmented systems and limited real-time assistance.
- **Methods:** Conducted UX research, secondary research, interviews, and usability testing, leveraging Job Stories, JTBD Canvas, and Design Arena Canvas for insights, and executed Agile Design Sprints with an incremental design approach.
- **Solution:** Developed a smart mobility ecosystem integrating a multimodal CUI app, smart helmet, mounted dashboard, and external devices with AI-powered navigation, real-time hazard alerts, and seamless connectivity.
- **Impact:** 8 out of 10 users found that VROOM improved their situational awareness and communication, enhancing overall riding safety.

3. Digital Payment Adoption for Local Vendors // Fintech

- **Problem Statement:** Local vendors struggle with UPI adoption due to inconsistent QR/soundbox usage, lack of payment validation, and reliance on smartphones or physical presence.
- **Method:** Conducted UX research, market analysis, SWOT analysis, competitive benchmarking, user interviews, and thematic analysis to identify vendor needs.
- **Output:** Identified gaps in digital payment adoption, uncovered vendor challenges, and decoded invisible needs. Extracted key insights and provided actionable recommendations to enhance vendor trust, usability, and operational efficiency in digital transactions.

4. UX Audit: Telegram App // Communication

- **Problem Statement:** Telegram users face navigation challenges, high cognitive load, and inefficiencies in content sharing.
- **Methods:** Conducted cognitive ergonomics analysis using Inspection methods (HTA, Heuristic Analysis, Red Route, SHERPA, Hick's Law, Fitts Law) and Empirical methods (Efficiency Metrics, SUS, NASA-TLX, Cognitive Walkthrough).
- **Solution:** Redesigned UI to enhance accessibility, feature visibility, and navigation while integrating "Telegration" for seamless content sharing across multiple platforms.

SOFT SKILLS

Empathy	Adaptability
Time Management	Curiosity
Communication	Leadership
Problem Solving	Teamwork
Critical Thinking	User Advocacy

VOLUNTEER

1. **UXIndia 2024**
Media Lead
2. **National Conference on Social Innovation 2024**
3. **Pune ADPLIST MeetUp**

CLUBS

1. **IIC (Institution Innovation Council)**
Secretary
2. **Innovation Ambassador**
MoE's Innovation Cell, AICTE
3. **Cloud Computing**
Design Lead

CERTIFICATES

1. **User-centric Computing for Human-Computer Interaction**
IIT Guwahati, NPTEL
2. **Fundamentals of Artificial Intelligence**
IIT Guwahati, NPTEL
3. **Introduction to Internet of Things**
Cisco Networking Academy
4. **Social Innovation in Industry 4.0**
IIT Kanpur, NPTEL
5. **Complete C# Unity Game Developer 3D (Unity 6)**
Udemy

LANGUAGES

1. **English**
2. **German**
3. **Hindi**
4. **Marathi**