Bharati Mahajan
Product Design Lead

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01 EXPERIENCE

Syapse
Remote
JAN 2022 — JUNE 2023

Senior Product Designer

- Led the user research for the customer facing data analytics tool (Sandbox) to understand its current state, challenges for the users and how future onboarding iterations might better empower new users.

- Conducted qualitative research to understand multiple user groups, validated designs, and gained customer insights for the Syapse Portal.

- Simplified new navigational structures and UI, stitching together two offerings into one seamless portal experience for multiple user groups across platforms.

- Developed end-to-end experience for the new product feature (Pre-packaged Insights) that empowered customers to see how their health system is practicing against established guidelines.

Communication Partners Group
Remote
JULY 2020 — DEC 2021

UX Designer

- Led iterative Product Design for desktop dashboard to create an engagement platform for healthcare professionals — aimed at driving innovation in the field of medical research.

- Ensured all content, design, navigation, and strategy for the new platform is based on a validated understanding of our users by using a variety of research methodologies such as A/B testing, unmoderated usability tests, tree tests, and user interviews.

- Developed creative and innovative design solutions for internal tools and mobile app experiences that supported multiple types of users in different types of roles with varying scope and objectives.

- Collaborated with a team of product managers, engineers, and stakeholders for strategy, ideation, pixel-perfect design implementations to continually improve the product experience.

- Mentored and provided direction to product team members.

State University of New York
Oswego (Internship)
MAY 2019 — MAY 2020

UX Designer/Content Strategist

- Conducted usability tests, heuristic evaluations and accessibility assessments on university websites, and presented findings and design recommendations to the digital services team.

- Facilitated design sprints during user testing.

- Led the team of two interns to create abstracts of digital essays and facilitate inventory management of digital content of the website.

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02 EDUCATION

State University of New York

Oswego
AUGUST 2018 — MAY 2020

Human-Computer Interaction, M.A.

GPA 3.91 / 4.0

J. J. Institute of Applied Arts

Mumbai
JUNE 2004 — APRIL 2008

Graphic Design, B.F.A.

Typography, Minor

03 SKILLS

Design Thinking	Rapid Prototyping	User Journey Mapping
Interaction Design	HTML5, CSS3	A/B Testing
Figma, Sketch	User Research	System Design
Adobe CC	Responsive Design	Typography

04 PROJECTS FROM HACKATHONS

Give Back Hacks

Remote
NOVEMBER 2020

Little Astronaut

https://bit.ly/3gH2UXi

A 2D educational game aimed at 3 to 8-year-old children where the player learns and explores out our solar system. I worked as a Design Lead overseeing all aspects of the game's design, from Concept Art to User experience and Interface Design.

WicHacks

Rochester
MARCH 2020

TRANSition

Best UI Winner
https://bit.ly/2Q3mj8Z

An android application for closeted LGBTQ+ members to anonymously post their questions/concerns and helping them transition into accepting themselves. I led the brainstorming session for idea generation and worked as a UX Designer for the application.

Compete CNY

Syracuse
MARCH 2019

Nero

Best Product in Energy and Environment category
https://bit.ly/2TC4xMd

An app to detect how much water a person uses per day and help users track and conserve water in their daily lives. I established brand identity, visual language, and designed personalized user experience utilizing research and community interactions.