

Madhuri Bhavana

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PRODUCT DESIGNER

Work experience

Wish | Product designer Dec 2020 - Present

- Responsible for the core browse and product discovery experience of the Wish app. Improved engagement by 35%, retention by 47% and AOV by 5x across both mobile and web by adding merchandised collections, campaigns and high-trust entry points such as Wish check program and Trusted brands.
- Improvised the free-gift program, promo code visibility and EU payment experiences resulting in ~20% increase in conversion of visitors.
- Increased customer-merchant interaction by 3x by surfacing sellers in search, introducing merchant "follow" and through introducing merchant ratings/reviews.
- Reviewed 250+ intern profiles as part of the hiring committee, and mentored product design interns.
- Contributed to the design system by designing and documenting 75+ components and worked towards design team culture improvement.

Google | UX Research Associate Sep 2019 - Dec 2020

- Led mixed-methods research to understand content/ad publishers' needs and behaviours.
- Worked with Product, Design and Engineering teams to drive critical product decisions for several Google Ads platform features - Ad cohort reports, Ad testing and Ad format selection, Policy center, user segmentation etc.

Nutanix | UX Design Intern May 2018 - Jul 2018

- Re-designed the virtual machine creation flow of Nutanix Prism to improve usability which increased its efficiency by 80% and made it scalable to different server infrastructures.
- Conceptualized and pitched chatbot for VM deployments to leadership.
- Conducted UX research to discover user segments and their needs, developed user stories, concept flows, and delivered visual mocks via iterative usability testing.

Cardekho | UXD and UXR Jul 2016 - Jul 2017

- Led UX design and Research for India's largest car portal
- Improved browse and discovery experiences, discovered user segments and personas, improved cross-platform product usability and personalization.
- Spearheaded the creation of a design system for CarDekho and Zigwheels (a Cardekho subsidiary).

Amazon | UX Design Intern May 2015 - Jul 2015

- Designed the shopping and product discovery experience for a fully assisted shopping model (project 'Udaan') for emerging markets like suburban India.
- Conducted ethnographic research and concept testing with users across tier-2/3 towns in India to validate and deliver hi-fi designs of the product.

Education

Georgia Tech 2017 - 2019

Masters in Human-Computer Interaction

Indian Institute of Technology Guwahati 2012 - 2016

Bachelors of Design

Skills

Design

Product thinking
Interaction Design
Visual Design
Design Sprints
Affinity Mapping
Personas
Experience Maps
Storyboarding
Info Architecture
Prototyping
Data Visualization

Research

Contextual Inquiry
Competitor Audits
Usability Evaluation
Surveys
Focus Groups
RITE Method
Heuristic Evaluation
A/B Testing
Card Sorting
Participatory Design
Data analysis

Tools and Code

Figma
Framer
Principle
Zeplin
Tableau
HTML/CSS
JavaScript & D3.js
Bootstrap
Python
Arduino

Leadership and Community

Graduate Teaching Assistant, Georgia Tech

CS/INTA 4745/6765 - ICTs for Global Development by Prof. Neha Kumar 2018

Grace Hopper Conference 2018

Georgia Tech GHC Travel Grant recipient 2018

Student Alumni Association, IITG

Core Member and Marketing Designer 2015

Techiche, The technical fest of IITG

Brand and Marketing Designer
Core member 2014 2013