

Bhavna Bhavanishankar

UX Designer and Researcher

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PROFESSIONAL EXPERIENCE

HTC Global Inc.

Remote-US

UX Designer and Researcher

Jan 2025 - Present

- Identifying areas for enhancing usability and designing improved interfaces for a research database product for Indiana University that visualizes demographic data for over thousands of users.
- Brainstorming and designing enhanced digital user experiences to integrate the usage of generative AI in the space of research database management.
- Researching, developing and publishing content on topics covering the intersection of management and UX for HTC's public facing blog, reaching 20,000+ readers.
- Conducting UX Audits on company products and offerings to identify errors and scope for improvement and carrying out accessibility tests on company UI to ensure WCAG compliance.

Microsoft (via GJ Cloud Solutions)

Remote-US

UX Design Consultant

Feb 2024 - Oct 2024

- Led UX design assignments for Microsoft FastTrack's internal Sharepoint websites.
- Designed interfaces for enterprise reporting tools focused on simplifying complex data interpretation, critical for internal user efficiency and decision-making.
- Conducted critical reviews of web page UI and proposed design enhancements to GJ's internal portals, helping clarify user journeys for employees and improving internal service delivery systems.
- Drove the design changes for the intranet pages to build ease of use for over 100 employees.

Business Research & Analysis Consultant

- Provided research and analysis of customer data for Microsoft Copilot, an AI tool that supports more than 400 million worldwide users of Microsoft Office products.
- Drafted and presented business requirement documents that articulate changes in data flows for an internal stakeholder audience to optimize Copilot for enterprise customers.
- Led Agile sprints as acting Scrum Master for a hybrid data engineering team of 8, ensuring delivery timelines aligned with business impact metrics using Azure DevOps and Jira.

Climify

Remote-US

Experience Researcher & Multisensory Design Educator

Dec 2023 - Aug 2024

- Mentored junior researchers in qualitative methodologies and aligned podcast content strategies with user insights, driving a 26% increase in audience engagement.
- Directed an audience research team of 6 multidisciplinary designers and led user segmentation to identify UX improvement opportunities across digital audio touchpoints.
- Developed interview frameworks and curated discussion guides to explore the speakers' journeys with systems thinking which improved narrative alignment with target audience needs.
- Used principles of sensory and cognitive engagement to enhance listener satisfaction for an audio-only medium, thereby building experience in emotion-driven content strategy.

Stride Learning Solutions (via SCADpro)

Savannah, GA

Consultant: Multisensory Learning and Research

Jan 2023 - Mar 2023

- Consulted on user research and multisensory engagement in education for a team of 20 designers working on developing a gamified e-learning model for Stride and guided the research team on best practices for gathering data from and for educational stakeholders including learners and instructors.
- Presented to stakeholders from Stride with opportunity areas for multisensory engagement (i.e. haptics as sensory feedback) in their existing video game-based learning modules.
- Introduced the project as a use case for projected multisensory engagement in the MFA thesis titled "Multisensory Engagement in Learning Experiences."
- Introduced tactile-first learning concepts into Stride's gamified educational models and presented key research findings to stakeholders as part of multisensory engagement strategy.

The Smithsonian Institution - National Museum of the American Indian

Washington, DC

User Researcher

Jun 2022 - Aug 2022

- Synthesized qualitative research findings from teacher education surveys conducted with 200+ educators across the United States, converting the findings into focused and actionable insights.
- Developed user journeys based on qualitative research, optimizing data-driven academic content for accessibility and visualized an interactive logic model for the design of educational modules.
- Utilized primary and secondary research findings to map patterns and trends to both inform future teacher training modules and help in optimizing content structure.

Lalaji Memorial Omega International School

Chennai, India

Educational Researcher and Facilitator

Jan 2020 - Jun 2021

- Designed curriculum for 120+ high school students on the theoretical and practical aspects of printmaking and Indian Art History.
- Conducted experimental and evaluative research in explorative processes in printmaking to identify learning opportunities across mediums and the overlap of different methods.
- Developed a virtual learning model for Class 11 students during the COVID-19 pandemic to facilitate the learning of practical printmaking processes in contained remote environments.
- Planned, facilitated, and instructed theoretical and practical classes for higher secondary students, both virtual and in-person at the school level.

EDUCATION

Savannah College of Art and Design: **Master of Fine Arts (MFA), Design Management**

National Institute of Fashion Technology: **Master of Design (MDes), User Experience Design**

MOP Vaishnav College for Women: **Bachelor of Science (BS), Visual Communication**

SKILLS

Instructional Design, Mixed-methods Research, Experimental Research Design, Contextual Inquiry, Usability Testing, Insight Generation, Framework Building, Heuristic Evaluation, Business Innovation Strategy, Design Thinking, Presentation Design, Public Speaking, Data Visualization, Storytelling

Technical Skills: Figma, Sketch, Qualtrics, Alchemer, Atlas.ti, Nvivo, SurveyMonkey, Miro, Notion, Adobe Experience Manager, Adobe Creative Cloud Programs (Illustrator, XD, Photoshop, Lightroom, InDesign, Animate, AfterEffects), Microsoft Suite (Word, PowerPoint, Excel), Google Suite (Forms, Sheets, Slides)