Avani Pawaskar

Product Designer

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With hands-on UX experience in enterprise solutions, I have crafted intuitive, scalable experiences for B2B, Fintech, and SaaS platforms. I thrive on transforming complex business challenges into simple, user-centric solutions that drive product success, boost retention, and enhance profitability!

A W A R D S

17th Annual PhillyCHI Design Slam (Apr 2023) - Designed an interactive kiosk solution for Mighty Writers, enabling children to craft stories and print them as keepsakes.

TCS SPOT Award (Dec 2021, Mar 2022) - Recognized for agile delivery of innovative design solutions under tight deadlines to TATA BoardApp and AGM app

E D U C A T I O N

Thomas Jefferson University | Philadelphia, PA
M.S User Experience & Interaction Design

MIT Institute of Design | Pune, India
Master of Design - Graphic Design

Mumbai University | Mumbai, India
Bachelor of Commerce

S K I L L S

Software Skills
Figma, Figjam, Sketch, Adobe XD, Adobe Creative Suite, Atlassian Jira, Maze, Optimal Workshop, Google Analytics, Miro, Balsamiq, Dovetail, User Zoom, HotJar, SaaS, Asana, Maze, ZeroHeight

Design Skills
Design Thinking, Information Architecture, Cognitive Psychology, Wireframes, Visual Design, WCAG Accessibility, Design Systems Rapid Prototypes, Animation, Product Design, Web Design, Mockups, Heuristics Evaluation

Research Skills
Surveys, Semi-Structured Interviews, Tree Testing, A/B Testing, Usability Testing, Persona Development, Journey Mapping, Story Boarding, Empathy Mapping, User Stories, User Flows

E X P E R I E N C E

Product Designer | Bectran *(B2B SaaS Credit Automation Solutions)*
Aug 2024 – Present | Chicago, USA

- Created the First-Ever Bectran Design System with **30+ reusable components** and created detailed design documentation, specifications, and best practices, ensuring clarity for developers, thus **reducing build time by 40%**
- Translated user needs and business goals into strategic design deliverables, ensuring seamless integration of Plaid's instant bank verification. This innovation reduced **verification time from hours to under 30 seconds**, enhancing the overall customer experience
- Designed key customer data-driven dashboards consolidating payments, collections, credit history, **reducing data retrieval steps from 10 to 2** and enhancing decision-making efficiency by 15%.
- Conducted usability audits and facilitated **3 rounds of user testing** on high-fidelity prototypes, validating design improvements and reducing usability pain points.

UI-UX Designer | Majestyk Apps *(B2C Digital Studio)*
Sep 2023 – Dec 2023 | New York, USA

- Redesigned customer facing website through design thinking principles, user research and **10+ stakeholder interviews** to gather user feedback, leveraging analytics tools to achieve a 15% reduction in bounce rates
- Conducted **heuristic evaluation** to map and improve the user journey. Developed wireframes, sitemaps and conducted usability testing, which boosted task completion by 20%.

Product Designer | PulsePoint (*B2B Healthcare Marketing Platform)*
Jun 2023 – Aug 2023 | New York, USA

- Built a scalable Figma **design system**, used across **3+ teams** to create consistent, high-fidelity design prototypes expediting prototype delivery
- Designed accessible **data visualization components** with light/dark mode compatibility, increasing user interaction by 14%.
- Produced **high-fidelity UI prototypes** for customer-facing applications, adhering to accessibility and design documentation standards

UI-UX Designer | Tata Consultancy Services (*Enterprise Solutions)*
Sep 2020 – Aug 2022 | Mumbai, India

- Modernised the Tata Group's Board and AGM application across iOS, Android, and web by implementing responsive designs and **new features** like meeting categorisation, bulk document signing, **reducing decision-making complexity by 25%.**
- Led user feedback loops, conducted A/B testing on high-fidelity prototypes, reducing **cognitive load for 15+ directors.**
- **Mentored 6 junior designers**, providing guidance on product alignment, shared components, and evaluating the need for new feature designs, boosting team capability and design consistency.
- Applied systems-level design thinking to create scalable user journey validated through multiple rounds of **iterative usability tests, 12 user interviews** and ideation sessions with stakeholders driving an 18% increase in on-time tasks completion.
- Directly collaborated cross functionally with product owners, developers and researchers to ship high quality prototypes using **Agile Scrum methodologies** ensuring flexible, scalable and timely solutions.

UI-UX Designer | Monsoonfish (*B2C Design Studio)*
Jan 2020 – Jun 2020 | Pune, India

- Designed a visually engaging mobile app for an NGO to modernise their record-keeping activities, thus increasing productivity by 22%.