

Namrata Barbhaiya

UI & Product Design | UX Research

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experience

Product Designer, Maeris | NYC 2022 — Present

- Established the information architecture / site map to organize a B2B web testing automation desktop app for a tech startup.
- Developed a web app interface with the CTO and style guides to hand off to the cross-functional team of Developers and Product Managers.
- Initiated user testing and observed user engagement/psychology to iterate the MVPs and release a baseline product.
- Brainstormed surveys to generate analytics and KPIs to measure future design success against.
- Communicated with the Founders, Marketing and Advertising to develop and design the brand and logo.
- Quick learner/self-motivated in a fast, agile, and SaaS solution oriented environment.

UX Design Fellow, Springboard | Remote 2021 — 2022

- Designed comprehensive UX research studies and iterated Figma prototypes for 3 mobile iOS apps.
- Collaborated with designers & stakeholders to utilize design thinking/ user research analysis to create user-driven products and features.
- Analyzed user trends and flows to design an end-to-end B2C iOS mobile app, The Park: A social networking interface.
- Developed wireframes, landing pages, design systems, style guides, and branding for “Nosono,” an iOS music playback app, and “Gallery Pal,” a Google Ventures style design sprint.
- Applied user test feedback from 5 interviews per project to create intuitive experiences and cohesive interfaces with Apple’s API.

Architectural Designer, KSS Architects | NYC 2018 — 2022

- Supported CX strategy to successfully design and manage construction of “Module 10” on Princeton University’s campus.
- Managed 3 simultaneous projects at Princeton University, the largest with a budget of \$19M.
- Created strong, professional relationships with Princeton, Columbia, and Harvard Universities to secure future work for the firm.
- Worked cross functionally internally with Designers, Marketing, Management, and Finance to test the success of each design phase against analytics and billing.
- Managed 15-20 member teams of external engineers and clients to deliver on-budget, coordinated, and on-time products for tight deadlines for various NJ universities.
- Visual design and visual storytelling expertise for project proposals and client & stakeholder meetings.

Full stack UX Designer creating responsive products that support cohesive and strategic user journeys. Specializes in design thinking, visual storytelling, and collaborating with cross-functional development teams. Bringing comprehensive experience in architecture, visual design, public relations, accessibility, and project management. Excellent communicator and public speaker for all org levels.

skills & tools

Skills: User Research and Interviews • Personas • Sketching • Information Architecture • Wireframing • Rapid Prototyping • Accessibility • Project Management • Public Relations • Stakeholder Relations • Basic HTML/CSS • Visual Design • Interaction Design

Tools: Figma • Sketch • Adobe XD, Photoshop, Illustrator, InDesign • Keynote • Axure RP • InVision Studio • MS Office

Languages: English • Hindi • Gujarati (all 3 native) • Spanish (professional working) • Italian (limited working)

education

Springboard

UX/UI Career Track Completion Certificate
Sept 2021 - Oct 2022

Pennsylvania State University | University Park
Bachelor of Architecture (B. Arch)
Aug 2011 - May 2016