

Bhavisha Ramtani

Product Designer | UX Researcher | Behavioral Design | EdTech & Human-Centered Products

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Professional Summary

Product Designer and UX Researcher with experience leading 50+ user interviews and end-to-end design processes for education, parenting, and caregiving platforms. Skilled in translating behavioral insights into personas, journey maps, prototypes, and research-driven product decisions. Delivered measurable outcomes including a 28% increase in onboarding completion and a 32% reduction in drop-offs.

Core Skills

UX Research, User Interviews, Usability Testing, Journey Mapping, Personas, Affinity Mapping, Product Discovery, Behavioral Design, Wireframing, Prototyping, Information Architecture, Design Systems, Stakeholder Communication

Tools

Figma, FigJam, Miro, Adobe Illustrator, Photoshop, Notion, Google Workspace

Experience

Freelance Product Designer & UX Researcher | 2024–Present

- Conducted 50+ user interviews and synthesized insights into personas, journey maps, and product opportunities.
- Led end-to-end UX research, wireframing, prototyping, usability testing, and iterative design.
- Applied behavioral design principles to improve onboarding, engagement, and user adoption.
- Collaborated with stakeholders to translate user needs into product decisions.

UX Researcher (Freelance) | 2024

- Conducted qualitative research, observations, and feedback analysis.
- Developed expertise in affinity mapping, insight synthesis, and research planning.

UI/UX Design Intern | Designwala, Indore

- Supported wireframing, interface design, user research, and design system implementation.

Selected Projects

Decoded DFC: Improved onboarding completion by 28% and reduced drop-offs by 32%.

AWIANA: Designed a parent-child engagement and habit-building platform.

VOUCH: Designed a caregiver empowerment and recognition platform.

Education & Certifications

Product Designer (DFC, 2026) | Graphic Designer (Designwala, 2025) | M.Com (DAVV, 2015) |

B.Ed (SNDT, 2012) | B.Com (DAVV, 2011) | Fashion Designing (INIFD, 2014)