

VARTIKA BHONSLE | PRODUCT DESIGNER

Portfolio www.vartikabhonsle.com

linkedin.com/in/vartikabhonsle

bhonslevartika@gmail.com

+1 (602) 813-9336

EXPERIENCE

Marketing Design Specialist — Sharelitix September 2024 - Present
Scottsdale, AZ

- Designed and implemented scroll-triggered animations on responsive web pages to enhance UX and align with brand guidelines.
- Crafted a marketing strategy and created assets like templates, webpages, and posts to enhance client engagement and brand awareness.

UX/UI Designer — Web4Site June 2024 - October 2024
Remote

- Led the UI design and design system for Fanfindr web and mobile application that improved marketing tools for sports bar owners and boosted community interaction on the platform for 100+ monthly users.

UX/UI & Graphic Designer — Arizona State University August 2022 - May 2024
Tempe, AZ

- Revamped Tutorbot (AI chatbot) by providing design recommendations and produced mid-fidelity prototypes addressing 10+ usability issues.
- Analyzed user interface and crafted high-fidelity prototypes for InScribe (community platform), reducing errors by 40% for onboarding process.
- Undertook qualitative and quantitative research by facilitating focus groups to enhance ASU's Academic Support Network (ASN) services.

UX/UI Designer & AI Artist — Vchar AI May 2023 - July 2023
Seattle, WA

- Prototyped an AI-generated image editing SaaS product through 3 iterations while collaborating with founders, scientists, and frontend/backend engineers.
- Developed a design system with clear hierarchy, simplified user flows, and ensured WCAG compliance, reducing asset creation time by 85%.
- Created images for 7+ e-commerce retailers including Untuckit, TheRealReal, Lenskart, Soona, using stable diffusion models, employing techniques like image inpainting, ControlNet, Lora, image segmentation within AI frameworks (Automatic1111).

UI & Graphic Designer — The Turtle Story January 2022 - July 2022
Mumbai, India

- Led a cross-functional team of 4 in end-to-end branding and packaging design for Isha Foundation's product line, incorporating client-specific requirements.
- Redesigned the UI for both mobile and website platforms of Isha Life's Bloom product line contributing to the brand's growth in serving a global customer base

Graphic Designer — VGC Design Agency November 2020 - October 2021
Mumbai, India

- Redesigned Baskin-Robbins' retail experience and menu cards in stores across India, adhering to brand guidelines for strategic promotion of new offerings.
- Designed social media creatives and motion graphics for 5+ clients — Oberoi International School, Aditya Birla Group and Kessaku Apartments using Adobe CC

EDUCATION

Arizona State University

Master of Science

Human-Computer Interaction

GPA 4.0/4.0

August 2022 - May 2024

Fashion Institute of Technology, NYC

Associate in Applied Science

Communication Design

Student Exchange Program

GPA 3.8/4.0, Dean's List

August 2019 - May 2020

National Institute of Fashion technology, India

Bachelor of Design

GPA 8.9/10.0

June 2017 - September 2021

SKILLS

Tools

Prototyping & CMS

Figma, Adobe XD, Sketch, Balsamiq, InVision, Webflow, Wix Studio, Framer, Drupal

Adobe Creative Suite

Photoshop, Illustrator, InDesign, After Effects, Premiere pro

AI Tools Uizard, Automatic1111, RunwayML, Midjourney, DALL-E

Web Development HTML/CSS

Design

Wireframing & Prototyping

Design Systems

Illustration

Interaction Design

Information Architecture

User Research

Usability Testing

Animation & Motion graphics

Branding & Marketing Design

UX Writing

Collaboration

Miro, FigJam

Asana, Jira, Monday.com