

INFO

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PAYAL BHUTANI

Product / UX Designer and Researcher

LINKEDIN

<http://www.linkedin.com/in/payalbhutani>

SKILLS

Software

Photoshop
Illustrator
InDesign
Premiere
Figma
Sketch
Adobe XD
Canva
Office Suite
Acrobat PDF

Design

Web Design
Brand Identity
Video editing
User Research
User workflows
Wireframes
Prototyping
Usability Testing
User Interface
Design System

Others

Email Marketing
Social Marketing
ERP Software

EDUCATION

- Associate Degree in Fine Arts

CERTIFICATIONS

- Google UX Design Professional
- Hubspot Growth Driven Design
- Hubspot Content Marketing
- Hubspot Email Marketing
- Hubspot Inbound Marketing

WORK EXPERIENCE

Nio Digital | Product Designer, Functional Consultant

Jul 2020 - Current 📍 Remote

- Designed the end-to-end web experience for a loan origination platform, mapping multi-user customer journeys and creating an interactive prototype leveraging Figma's AI tool, while collaborating with cross-functional teams through iterative design cycles.
- Led a comprehensive digital transformation project, revamping an eCommerce platform and modernizing membership and event processes, resulting in significant user engagement and improved operational efficiency.
- Designed and developed the brand identity for Nio Digital, crafting presentations, print materials, and engaging demo videos for the sales team. Managed marketing campaigns, leveraging AI and ERP platforms, which contributed to increased lead generation.

BioconnetiX | UI Designer

Apr 2019 - Jun 2019 📍 Plano, TX

- Conducted UX research and collaborated closely with a multidisciplinary team, including scientific researchers, product managers, and graphic designers, to develop user flows, wireframes, and prototypes for healthcare platforms.
- Designed intuitive interfaces for EMR, laboratory and patient users, enhancing the user experience across the platform's patient care continuum and ensuring seamless digital interactions.

Techrover Solutions | Lead Designer

Feb 2017 - Nov 2017 📍 Richardson, TX

- Revamped a Quote Management System by conducting need-finding and collaborating with stakeholders to redesign its structure, introduce new features, and enhance usability. This initiative increased productivity and boosted revenue by 66.67%.
- Designed the interface and experience for a mobile platform enabling hotel managers and executives to manage expenses and approvals in real time, contributing to smooth integration with engineering teams.
- Developed cross-platform brand identity and animated graphics, overseeing the look and feel of Techrover's online presence to ensure consistency and impact.

Milan Digital | Senior Designer

Sep 2011 - Oct 2016 📍 Remote

- Spearheaded the design of corporate websites, achieving notable improvements in site performance, including an 80% reduction in load time and a 20% decrease in bounce rate.
- Conducted user research and analytics-driven optimizations to enhance web experience, while producing animated videos and presentations to support digital marketing campaigns.

Gateway group of companies | Multimedia Developer

Sep 2006 - Apr 2011 📍 Ahmedabad, India

- Established a design process for newspaper advertisements for "De Telegraph," the largest daily Dutch newspaper.
- Trained an eight-member team on PDF preflighting and editing, creating guidelines that ensured error-free files for printing.
- Executed branding and advertising campaigns for real estate, education, and insurance clients, maintaining consistency across platforms and aligning with brand standards.