

Maitri Bhateja

San Francisco-based product designer with 4+ years of experience creating mobile and web experiences across fintech, e-commerce, SaaS, AR/VR, hospitality, and edtech.

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Professional Experience

◆ AIML Inc., San Francisco // Senior UX Designer | Nov 2024 – Present

- Collaborating closely with the founders to develop a cutting-edge SaaS platform for pre-employment assessments, designed to optimize and accelerate hiring processes for enterprise clients.

◆ Women In Design, San Francisco // Design Mentor | Sep 2024 – Nov 2024

- Designed and implemented a dynamic support system aimed at fostering collaboration and strengthening connections within San Francisco's design community.

◆ Center for Art & Public Life // Campaign Lead & Designer | Mar 24 – Aug 2024

- Spearheaded a team of five while working closely with the Assistant Director to strategize the 'Love Lives in SF' campaign, encompassing website design, interactive workshops, community events, merchandise design, and fundraising presentations.

◆ CNN Digital, San Francisco // Product Designer | Jan 2024 – Aug 2024

- Developed the research framework and conducted in-depth research on voter decision-making through exploratory studies, expert interviews, and co-design workshops with over 200 participants.
- Owned product design for a web app, orchestrating a five-person team to create 'voting playlists' tailored to political preferences, transforming CNN's youth engagement strategy to boost political literacy for the current election year.

◆ Thence, India // Senior UX Designer | Oct 2022 – Jun 2023

- Strategized upcoming design efforts covering adoption, engagement, and conversion; redesigned the company website while working closely with leadership and the marketing team, resulting in a marked increase in new business.
- Directed a team of two designers to rebuild a low-code/no-code product for tracking and managing environments, builds, and applications for Singapore-based SaaS enterprise, Neutrinos contributing to a 15% reduction in deployment errors.
- Worked closely with product leadership, product analysts and the engineering team to plan sprints and deliveries for leading e-commerce, edtech and fintech enterprises.

◆ Thence, India // UX Designer | Mar 2021 – Sep 2023

- Revamped the UX for Angel One, India's second-largest online stockbroker with 20+ million users, enhancing accessibility and ease of use for investors in less developed cities, contributing to an 85% increase in yearly revenue and numerous awards including Fintech App of the Year, Best Mobile Trading Application and more.
- Steered the UX for four AR/XR products for global tech giant Avataar, collaborating with a cross-functional team of over 120 3D artists, developers, product leaders, and the CEO to design a 3D capture app, editor, and configurator for e-commerce, resulting in an Auggie Award at Augmented World Expo 2022.

◆ Thence, India // Associate UX Designer | Nov 2020 – Feb 2021

- Achieved a 9% increase in customer conversion rates at Blink, a leading Kuwaiti e-commerce company, by implementing UX interventions and optimizing information architecture based on ethnographic studies, competitive analysis, and heuristic insights.

Education

California College of the Arts, U.S.A -
Don Norman Design Award recipient

Master in Human Computer Interaction (Aug 2023 – Aug 2024)

School of Planning and Architecture,
New Delhi, India

Bachelor of Architecture (Aug 2015 – Aug 2020) - License CA/2021/129119

Notable Achievements

- Impact Award 2024: \$10,000 recipient for design in social innovation for my work with CNN Digital
- Featured fast fashion system design and research work at San Francisco Climate Week 2024
- 'Superwoman' Award twice in 2021 and 2022 and the 'Good Samaritan' Award at Thence
- Undergraduate thesis part of the Top 20 exhibition of the cohort
- Co-authored Redevelopment of Community Center Precincts, New Delhi (ISBN: 978-93-83419-94-4)

Proficiencies

Design

Branding, Design Systems, Iconography, Illustrations, Information Architecture, Prototyping, SEO, Sketching, Storyboarding, System Design, Wireframing

Research & Analysis

A/B Testing, Affinity Map, Contextual Inquiry, Product strategy and Roadmap, Surveys, Usability Testing, User interviews and Personae, User Journey Maps.

Tools

Adobe CC, Asana, Figma, Figjam, JavaScript, Jira, Maze, Miro, Mural, Notion, Procreate, Proto.io, Sketch, UserTesting, Zeplin