

Maitri Bhateja

A San Francisco-based product designer who prioritizes cutting down complexity to solve problems effectively.

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Professional Experience

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

Spearheading the 'Love Lives in SF' campaign, which includes website design, interactive workshops, community events, merchandise design, and fundraising presentations, in collaboration with the branding team and Foodwise: Ferry Plaza Farmers Market.

◆ CNN // Social Impact Partner as a Product Designer | Jan 2024 – Present

/ Impact Award: \$10,000 recipient for design in social innovation.

/ Phase I: Conducted comprehensive research into voter decision-making and motivations through exploratory research, expert interviews, and co-design workshops with over 100 participants, driven by the principles of ethics and anti-oppression.

/ Currently in Phase II: Collaborating with a team of five to design, prototype, test, and develop a web app that creates 'voting playlists' based on users' political preferences, leveraging political literacy to re-engage CNN's younger audience.

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

/ Redesigned one segment and 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.

/ Oversaw and mentored a team of three UX designers to reimagine the landing and listing pages of a sports learning and training platform for the Royal Challengers, one of India's largest cricket teams.

/ Drove the initiative to plan and host a company-wide design hackathon, from concept to execution, engaging 150+ employees across departments.

/ Led the redesign of twelve key segments of the company website, working closely with leadership and the marketing team, resulting in a marked increase in new business.

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

/ 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, culminating in an Auggie Award at Augmented World Expo 2022.

/ Revamped the UX of over ten FinTech products for Angel One, one of India's top three stockbroking platforms with over 20 million users, making investing easier and more accessible for users in underdeveloped cities.

/ Reconstructed the IPO user journey and investing experience for Ventura Capital.

◆ Thence, Bangalore, 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 optimising information architecture based on ethnographic studies, competitive analysis, and heuristic insights.

◆ Archby, India // Community Support Specialist | Sep 2020 – Nov 2020

/ Re-structured the event management team, facilitated interviews and talks with prominent architects, curated social media content, interviewed and managed student ambassadors from over twenty countries.

Education

California College of the Arts, U.S.A

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 no. CA/2021/129119)

Notable Achievements

/ Twice recipient of the 'Superwoman' Award in 2021 and 2022 at Thence.

/ 'Good Samaritan' Award for a secondary project in 2021 at Thence.

/ Undergraduate thesis part of the Top 20 exhibition, published on the university website and the library.

/ Co-authored Redevelopment of Community Center Precincts, New Delhi (ISBN: 978-93-83419-94-4)

Skills and Tools

Accessibility, Branding, Critical and Design Thinking, Design Systems, Data Visualization, Graphic Design, Product Vision and Strategy, Rapid Prototyping, Sketching and Story boarding, System Design, UI/UX Design, Usability Testing, UX Research, Visual Design, Wireframing

Adobe Creative Suite, Asana, AutoCAD, Figma, Jira, Maze, Miro, Mural, MS Office Suite, Notion, Procreate, Sketch, Trello, UserTesting, Zeplin

Passion Projects

/ Logo re-design for Annadata Sukhibhava Foundation.

/ Curriculum design for Full Circle NGO.

/ Teacher, workshop lead & medical camp assistant for Swashrit NGO.

/ Led a group of nine students to design and implement play areas in abandoned nooks of a school campus.