

Bindi Raval

Product Designer

Portfolio

bindiraval@gmail.com

+1 (437) 556 1302

Experience

Product Designer - Self employed / On a maternity break Dec 2023 - Present

- Designed intuitive interfaces for an Algorithmic trading platform that provides solutions for enterprise and retail customers.
- Conducted user research and usability testing, leading to actionable design improvements.
- Collaborated with developers to ensure seamless integration of design and functionality.

Lead Product Designer - Canada Post (Adecco Contract) Nov 2022 - Nov 2023

- Collaborated with business customers across various verticals to conduct qualitative and quantitative user research, leveraging a data-driven design approach to enhance product usability.
- Led the UX design process, from user research to wire framing, ensuring intuitive and efficient user journeys.
- Collaborated closely with business stakeholders, product managers, developers, and technical writers to understand technical and business requirements.
- Worked closely with the design system team, project visual designer and content writer to achieve the optimal outcome.
- Managed Developer Portal project from concept to delivery, meeting timelines and quality standards.
- Conducted usability testing to gather feedback and iteratively improve the developer experience.

Product Design Lead - Software AG April 15 – Aug 2022

- Led design for Software AG's product suite, recognized as a leader in the Forrester Wave and Gartner Magic Quadrant for API Management.
- Established a unified design language framework for brand consistency across products.
- Conducted UX research, developed personas, and led usability studies and testing.
- Created process flows, prototypes, wireframes, and high-fidelity designs to communicate design strategies.
- Played a key role in product discovery, driving design vision across the product suite.
- Developed clear information architecture for complex product experiences.
- Identified opportunities for innovation through customer research and design thinking.
- Collaborated closely with developers to ensure feasibility and successful implementation.
- Promoted design best practices, facilitated workshops, and mentored junior designers.

Senior Graphic Designer - iCRM / FCB April 14 – Dec 14

- Engaged with clients across different industries on projects encompassing website design, mobile application development, web application design, and user interface design.

Senior Designer and Front End Developer - Mindvalley.com Oct 13 – Jan 14

- Contributed to the development of Mindvalley's meditation application.
- Oversaw enhancements to their web application, integrating new screens and conducting front-end development.

Freelance Web Designer & Front End Developer - Self employed Jan 2009 - Sep 2013

- Collaborated with diverse industry clients across the lifecycle of their projects, spanning from conceptualization and requirements gathering to visual design and successful product delivery, encompassing both websites and mobile applications.

Education

B.F.A in Applied Art

Gujarat University

B.A in English Literature

Gujarat University

Certifications

HCI Design Certification

IIT, Bombay

User Centred Design

The Interaction Design Foundation

User Research - Method & Best Practices

The Interaction Design Foundation

Accessibility: How To Design For All

The Interaction Design Foundation

Conducting Usability Testing

The Interaction Design Foundation

UX Management: Strategy and Tactics

The Interaction Design Foundation

Product Skills

Design Strategy, UX Design, Product Design, Interaction Design, UX Research, UX Audit, User Journey, Information Architecture, User Flow, Wireframing, Prototyping, Visual Design, Design Systems, Usability Testing, HTML/CSS, Javascript (Basic)

Soft Skills

Communication, Critical Thinking, Curiosity
Collaboration, Empathy, Problem Solving

Tools

Figma, Adobe XD, Sketch, Balsamiq, Adobe Photoshop, Adobe Illustrator, Azure, Webflow, Mural, Miro, Jira, Confluence