

# kanchi bhawalkar

Full stack product designer with 6 years of experience building enterprise software products

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## work experience

Oct 2017 - Present

### Product Designer | 605 LLC, Sunnyvale, CA (Remote since August 2019)

Leading the end-to-end design effort for '605 Impact', a platform that measures the impact of TV advertising on influencing consumer behavior.

Leading the product design for '605 Platform', a self-service analytics tool that reports on TV viewership for programming and advertising

Worked with the product management and data analytics team to understand user requirements, define product features and create prototypes to drive alignment on product vision

Facilitated design reviews with the engineering team to determine technical feasibility of proposed solutions and saw them through development

### Interaction Designer | 605 LLC, New York, NY

Led the design for '605 Indxr' - a web based platform to identify target audiences for TV advertising.

Overhauled the user experience and visual design for an internal dashboard to monitor the quality of multiple data feeds.

Designed and developed a "Reporting Dashboard" that would allow our client analytics team to share interactive client reports on a templated web based platform instead of static pdfs.

Designed a rubric for our data visualization UI components to make them scalable, accessible and modular in nature.

June 2016 - Oct 2017

### Data Visualization Intern | Digital Projects Studio, University of Michigan

Led a research study to implement an interactive 3D network visualization framework using D3.js and Python.

Organized and conducted user studies to evaluate the effectiveness of different visualizations for network parameters.

Jul 2012 - Jul 2015

### Software Designer and Developer - AMTS | TIBCO Software

As part of the engineering team, worked with the customer support group to develop enhancements from business requirements for an enterprise integration platform called BusinessWorks.

Spearheaded design and development of an SDK and a RESTful server for TIBCO Espresso - a mobile integration platform. Defined the MVP and the product features by conducting competitive analysis and background research.

## education

April 2017

**University of Michigan - Ann Arbor**  
MS in Information - Human Computer Interaction

May 2012

**University of Pune**  
Bachelor of Engineering - Computer Engineering

## skills

### UI/UX Design

Data Visualization, Accessibility, Wireframing, Prototyping, Usability Testing, User Story Mapping, Photography

### UX Research

User Interviews, Personas and Scenarios, Heuristic Evaluation, Cultural Probes, Diary studies, User Enactments

### Technical

C3.js, D3.js, Plotly.js, Highcharts, Bootstrap

### UX Tools

Sketch, Zeplin, Figma, HTML/CSS

## leadership

Jan 2017 - May 2017

### Graduate Teaching Assistant

Introduction to Interaction Design Course

Mentored, evaluated and gave constructive feedback to 40 graduate students for individual projects that run the length of the UX Design lifecycle from ideation to hi-fidelity prototyping.

### Conferences

IXDA 2019, Grace Hopper 2017