

# kanchi bhawalkar

Product Designer creating data-driven products

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## work experience

*Oct 2017 - Present*

**Interaction Designer and Researcher | 605 LLC, New York, NY**

Currently leading the design for a commercial platform to identify target audiences for television based advertising.

Work with a multi-disciplinary team to identify user requirements; iteratively transform them into end-to-end workflows.

Create low and high fidelity prototypes for the entire platform; drive usability testing for feedback; lead the visual design while creating a design system to be used across the organization.

*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.

*Sep 2015 - Apr 2017*

**UX Design and Research Consultant | Client Projects @ UofM**

Increased the outreach and improved the user experience of the Mportfolio website. Conducted qualitative and quantitative research to deliver recommendations for its information architecture, context strategy and features.

Conducted contextual inquiry and gave recommendations to bring down trainer workload by about 22 hours/month at a non-profit organization that offers employment opportunities to individuals with cognitive and developmental disabilities.

*Jul 2012 - Jul 2015*

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

Collaborated with the support group to translate customer requirements into 3 enhancements for an enterprise integration platform called BusinessWorks.

Successfully launched the TIBCO Espresso mobile integration platform. Defined the MVP and the product features by conducting competitive analysis and background research.

## awards

Received Google's travel grant to attend GHC 17

Full Tuition Waiver under the Graduate Teaching Assistant appointment.

Winner of the Nutanix Design Jam

## education

*April 2017*

**University of Michigan - Ann Arbor**

**MS in Information - HCI**

GPA: 3.83

*May 2012*

**University of Pune**

**Bachelor of Engineering - Computer Science**

## skills

### UI/UX Design

Design Systems, Wireframing, Rapid 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, HTML/CSS, Bootstrap

### UX Tools

Sketch, InVision App, Illustrator, Principle App

## 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, SFDW 2018, Grace Hopper 2017