

BHAVNA IDNANI

Idnanibhavna0@gmail.com bhavnaidnani.com/ linkedin.com/in/bhavana-idnani/

UX Designer & Developer with 5+ years of experience crafting seamless, user-friendly digital experiences that adhere to WCAG accessibility standards. Proven expertise in data-driven design, balancing business objectives with user needs to deliver intuitive, visually appealing, and inclusive solutions. Skilled in user research, wireframing, prototyping, usability testing, responsive design, and creating accessible interfaces for diverse user groups.

- EXPERIENCE -

Strasz Assessment Systems - UX Designer & Developer

Jan 2025 – Present

- Led design efforts across three Agile teams, adapting design approaches to meet product goals and user needs.
- Implemented new Item Authoring & Banking system using Kendo UI, HTML, & CSS informed by user feedback.
- Redesigned project review application to improve usability, informed by research and iterative stakeholder input.
- Improved accessibility across softwares through audits and implementing updates to enhance WCAG compliance.
- Collaborated with developers to refine UI components, enhancing visual appeal and intuitive user interactions.

Tech Fleet - UX Designer

Aug 2024 – Jan 2025

- Designed an app to help dyslexic children improve cognitive skills, focusing on accessibility and engagement.
- Utilized agile methodologies, including sprint planning and daily scrums, for continuous feedback and refinement.
- Conducted usability testing to ensure designs meet the needs of students, refined features based on test results.
- Created wireframes and prototypes of puzzle games in Figma, focused on improving pattern recognition skills.
- Developed a comprehensive design system tailored to the needs of children with dyslexia with focus on accessibility.

DreamRoot Leadership Institute - UX Designer & Developer

June 2023 – Aug 2023

- Improved the experience of leadership services and community initiatives resulting in increased user engagement.
- Reduced the bounce rate by 34% by restructuring the information hierarchy for improved content accessibility.
- Developed personas, user stories and empathy maps to represent diverse user groups to create targeted design.
- Created personas to identify distinct user groups. Developed and launched a responsive website using Wix.

Atlancer.com - UX Designer & Developer

Jan 2020 – Aug 2022

- Designed user flows for an apparel platform, boosting engagement and improving retention by 25%.
- Led cross functional collaboration of product managers, engineers, content strategists, stakeholders, researchers.
- Initiated research to redesign a work management platform leading to an increase in efficiency by 15%.
- Developed responsive websites using CMS platforms like Webflow, Shopify, Wordpress, Squarespace and Wix.

Five Online Web Solutions - UX Designer & Developer

Jan 2019 – Aug 2019

- Led redesign of textile manufacturing website leading to decreased customer support requests by 25%.
- Mapped user journeys for a study-abroad consulting website, increasing customer inquiries by 15% in a month.
- Enhanced search functionality across web, mobile, and iOS, decreasing load time from 50 to 15 seconds.
- Coded responsive websites using HTML, CSS, Javascript, Bootstrap frameworks for web, IOS and mobile devices.

- EDUCATION -

Masters in Human Computer Interaction – DePaul University

Sep 2022 - June 2024

Bachelor's in Business Management Studies, Major Finance – Jai Hind College

June 2015 - March 2018

- SKILLS -

Softwares: Figma, Adobe XD, Axure, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, MS Office, Atlas.ti, Miro, Mural, Jira, Confluence, Adobe XD, Google Suite, Zeplin, Protopie, Usertesting.com, Sketch, Balsamiq.

UX research and strategy: User Interviews, Contextual inquiry, Observation study, Competitive analysis, Heuristic evaluation, Empathy mapping, Persona building, Card sorting, Storyboarding, Treejack, Chalk-marking, First click testing, Cognitive Walkthrough, Affinity diagrams, Information architecture, Surveys, Usability testing.

Visual design: HTML, CSS, Javascript, Prototyping, Interaction design, High & low-fidelity wireframing, Design systems, Design Sprints, Agile Methodology.