

# Bhakti Namdas

## UI/UX Designer

Pune, India

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## Education

**Master of Design (M.Des)** Aug'21 - Jun'23

**User Experience Design (8.7 CGP)**

Indian Institute of Information Technology, Jabalpur, India  
(CEED All India rank 108)

**Bachelor of Fine Art (B.F.A.)** Aug'10 - Apr'14

**Interior Design (Top 3 rank)**

Sir J. J. School of Arts, Mumbai, India

## Skills

- Quantitative Research
- UCD
- Wireframing
- Design Thinking
- Usability Testing
- Design System
- Qualitative Research
- User Research
- Agile method
- Design Workshop Facilitation
- Accessible Design
- Scrum

## Tools

- Figma
- Sketch
- Jira
- Miro
- Adobe Suite
- Azure DevOps
- Notion
- Pendo

## Certifications

GenAI Fundamentals for UX Designers (Udemi) (April 2025)  
Design for the 21st Century with Don Norman (IDF) (April 2023)  
UX Foundations: Research  
UX Foundations: Storytelling  
UX Research: Going Guerrilla (August 2021)

## Publications

**EPICOH 2023**  
Gamified habit building mobile application for PCOS management

**IPDIMS 2022**  
Identification of Postural Load on Sculptors of Sculpting Industry of India

## Language

English, Hindi and Marathi

Interior designer turned **UX/UI Designer** with over **5 years** of experience. I hold a **Master's degree** in UX Design. My professional background includes collaborating with researchers, product managers, and developers across diverse domains such as **Web3, B2B, e-commerce**, and **SAAS applications**. I have contributed to customer facing products ranging from **unicorn startups** to **multinational corporations**, including ElasticRun and Encora.

**Portfolio Link:** [www.BhaktiKirdat.com](http://www.BhaktiKirdat.com)

**LinkedIn:** <https://www.linkedin.com/in/bhaktikirdat/>

## Work Experience

**User Experience Designer, Energy Exemplar, India** Dec'24 - Present

Collaborated with steak holders to improve digital product efficiency, addressing complex, data-driven challenges in the energy industry.

- PLEXOS Cloud:** Delivered multiple features in an agile environment, creating wireframes, complex task flows, and data-heavy interfaces. Utilised Pendo and Azure DevOps for task tracking, evaluation, and development coordination.
- PLEXOS Marketplace:** Partnered with designers to revamp the marketplace, doubling traffic through improved UX. Led user interviews, A/B Testing and usability testing to validate designs.

*Deliverables: B2B SAAS product*

**Product Designer, Encora, India** Jul'23 - Jan'24

Collaborated with a multidisciplinary team to enhance the efficiency of digital products, focusing on user-centred design solutions. Worked in a fast-paced environment and managed multiple projects simultaneously.

- Aventurine Website, USA:** Led product discovery and provided support in development for a web3 promotional website for studio aventurine book launch. Managed the creation of a responsive website on WordPress, aligning with the business vision and enhancing visitor retention by 25%.

*Deliverables: Responsive Website*

- Zosi Alchemy, USA:** Enhanced the online training platform for food safety professionals by conducting comprehensive user testing to improve accessibility and usability. Developed task flows and wireframes for new features using agile methodology, achieving a 26% increase in user engagement within a quarter.

*Deliverables: Dashboard, UT Report*

**Intern UX/UI Designer, ElasticRun, India** May'22 - Dec'22

Defined and refined UX for B2B mobile and SAAS products, planned and performed extensive user research and usability testing. Assisted in developing and maintaining design system and component library with a team to ensure consistency across multiple digital products.

- Beacon Dashboard:** Designed a B2B SAAS application enhancing data exchange and management efficiency between company and brand representatives.  
*Deliverables: Dashboard, Content Management System*
- KiRun:** Created wireframes, UX audit and strategy for the KiRun mobile app, tailored for rural order collectors. Enhanced app accessibility and user motivation.  
*Deliverables: Mobile App*
- ElasticRun:** Executed a UX audit and strategy development for an e-commerce app focused on rural accessibility, created guidelines and UX strategy.  
*Deliverables: UX Audit Report*

**Junior UX/UI Designer, DCrafts, India** Apr'21 - Aug'21

Assisted senior designers in developing task flows, personas, wireframes, and prototypes, contributing to increased user engagement through ui design.

**Creative Designer, ArtLab Studio, India** Sep'19 - Mar'21

Key contributor to website design, marketing collateral, and branding projects, using illustration skills to enhance user engagement by 20%. Deliverables included responsive website, logo and brand guidelines, social media collateral.

**Senior Interior Designer, SNDLLP, India** Dec'17 - Aug'19

Managed multiple teams and led high-end residential and commercial interior design projects from concept to completion, improving client satisfaction and project Execution.

**Interior Designer, V3 Design Consultants, India** Apr'14 - Mar'17

Designed and executed multiple interior design projects.

## Leadership & Communication

IIIT Jabalpur, India Aug'21 - Jun'23

**Student Placement co-ordinator**  
Supported university recruitment, collaborated with MNCs, startups, and mid-scale companies

**Teaching Assistant**  
Conducted workshops on UX research, provided project guidance, supported faculty and doctoral students.