

# Bindi Raval

Product Designer



## Portfolio

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## Education

### B.F.A in Applied Art

C.N.Fine Arts, Gujarat University  
April 1999 - April 2004

### B.A in English Literature

L.D. Arts, Gujarat University  
April 2001 - April 2004

## Certifications

### HCI Design Certification

IIT, Bombay  
July 2013

### User Centred Design

The Interaction Design Foundation  
July 2017

### User Research - Method & Best Practices

The Interaction Design Foundation  
July 2017

### Accessibility: How To Design For All

The Interaction Design Foundation  
Nov 2020

### Conducting Usability Testing

The Interaction Design Foundation  
Jan 2021

### UX Management: Strategy and Tactics

The Interaction Design Foundation  
Jan 2021

## Product Skills

UX, Product design, Interaction design, Research, Information Architecture, Wireframing, Prototyping, Visual Communication

## Soft Skills

Curiosity, Empathy, Communication, Collaboration

## Tools

Figma, Adobe XD, Sketch, Balsamiq, Invision, Azure, Adobe Creative Suite, Mural, Miro, Jira, HTML, CSS

## About me

With over ten years of experience in product and UX design, I specialize in B2B enterprise SaaS products and platforms. My collaborative approach involves working closely with business leaders, product managers, customers, and engineering teams to align business requirements with the most effective technical solutions. Coming from a designing background and working my way through UX, I have acquired a multidisciplinary skill set that integrates creative knowledge with technical & business acumen.

## Experience

### Lead Product Designer - Canada Post, Canada ( Adecco Contract)

Nov 2022 - Nov 2023

- Worked with business customers across verticals for user research (qualitative and quantitative) to improve 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, India

April 15 – Aug 2022

- Lead designer for the Software AG's product suite leading among API Management Solutions in Forrester Wave and featured among the LEADERS in the Gartner Magic Quadrant for Full Life Cycle API Management Solutions.
- Established a unified Design Language framework to maintain brand consistency across products.
- Conducted UX Research and developed the evaluation of personas, usability studies, and testing.
- Created and rapidly iterated on ideas using process flows, storyboards, prototypes, wireframes, and higher-fidelity designs to effectively communicate design strategies and product flows.
- Participated in the discovery and planning of new products and features while helping drive the design vision across our product suite.
- Developed clear information architecture for a complex range of product experiences.
- Identified opportunities to think differently about the status quo on customer experiences, based on customer research, best practices and design thinking.
- Provided the necessary assets and design details required for implementation
- Collaborated closely with software developers to ensure designs are practical and feasible
- Established and promoted best design practices, facilitated discussions, and influenced product roadmap.
- Organized and led cross-team design workshops and mentored junior designers.

### Senior Graphic Designer - iCRM / FCB - Malaysia

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, Malaysia

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 - Designera.net, India

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.