

Rushabh Bhatt

UX / PRODUCT DESIGNER

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EDUCATION

Drexel University, M.S. (Master of Science), Human-Computer Interaction (HCI) & User Experience Sep '24 – Jun '26
Philadelphia, PA · GPA: 3.6/4.0 · Coursework: Accessible & Inclusive Design, Designing with Data, Human-AI Interaction, UX Research

Mumbai University, B.Tech (Bachelor of Technology), Electronics & Telecommunications Aug '19 – May '22
Mumbai, India · GPA: 8.15/10.0

PROFESSIONAL EXPERIENCE

Graphic Design Intern Sep '25 – Jan '26
CSL Behring, King of Prussia, PA
Global biotherapeutics company; supported scientific communications and conference materials for medical writers and regulatory teams.

- Designed **user-centered communication templates** for dense scientific content, applying strong information hierarchy and visual design to improve clarity for medical writers and regulatory stakeholders; built wireframes and high-fidelity mockups in Figma to communicate concepts clearly.
- Built a scalable **presentation design system** for ISTH 2026, standardizing layouts, typography, and reusable components across the conference's visual identity; partnered with medical writers in an Agile review workflow, accelerating content turnaround.

UX Designer Sep '23 – Aug '24
Magadh Tech, Gurugram, India

Enterprise software company; owned the redesign of an internal, company-wide operations portal.

- Inherited a fragmented internal portal used by **200+ employees**; led its end-to-end redesign with a **component-based design system** and restructured information architecture, improving task efficiency by **40%**.
- To ground decisions in evidence, ran **30+ user interviews** and usability sessions, translating findings into research-backed feature prioritization aligned to product OKRs.
- Faced with high support volume, ran heuristic evaluations and raised **WCAG 2.1 AA** accessibility compliance while partnering with engineering in Agile sprints, cutting support tickets by **60%**.

ID/UX Design Analyst Jun '22 – Aug '23
Zeus Learning, Mumbai, India

EdTech company building K-12 digital learning products for schools in India and abroad.

- Charged with lifting weak engagement in K–12 content, designed **interactive learning flows and storyboards** with accessible, child-centered design systems, increasing student engagement by **20%**.
- Built **high-fidelity prototypes** in Adobe XD for grades K–4 and ran usability tests with **15+ students**, iterating to improve task-success rates.
- Led a **UX audit and competitive analysis** using heuristic evaluation and journey mapping, surfacing accessibility gaps adopted into the product roadmap.

PROJECTS

Virtual Closet Jun '25 – Jun '26
Capstone Project

- To reduce users' daily decision fatigue, led end-to-end UX for a mobile outfit-planning app: conducted user interviews and surveys, then built personas, journey maps, and a scalable **Figma component library**.
- Refined high-fidelity, interactive prototypes across **2 rounds of usability testing** with 5 users, sharpening task clarity and flow.

Travelist Jan '25 – Mar '25
INFO552 (Intro to Web Design) - Drexel University

- Designed and prototyped an AI-powered itinerary and packing app in Figma, using AI-accelerated, text-to-prototype workflows to move from concept to interactive prototype; synthesized **25+ survey responses** to prioritize features.
- Applied **human-AI interaction principles** to preserve user agency and build trust in AI-driven recommendations.

SKILLS

Design & Strategy: UX/UI Design, Interaction Design, Information Architecture, Design Systems & Component Libraries, Wireframing, Storyboarding, Responsive Design, Visual Design

Research & Insight: User Interviews, Usability Testing, A/B Testing, Heuristic Evaluation, Competitive Analysis, Journey Mapping, Personas, Accessibility Audits (WCAG 2.1 AA)

Tools & AI Workflows: Figma, Adobe XD, Sketch, Framer, Webflow, Illustrator, Photoshop, AI-Accelerated & Text-to-Prototype Workflows (Claude Design, Figma Make, Figma AI, Lovable, Antigravity, Stitch, UX Pilot, Framer AI, Canva AI)

Collaboration & Delivery: Cross-Functional Collaboration (Engineering, Product, Stakeholders), Agile, Design Critiques, Developer Handoff, Stakeholder Presentations

TECHNICAL

HTML, CSS, JavaScript, Python

CERTIFICATIONS

Foundations of UX Design (Google) · Introduction to UX Design (Google) · Essential Skills in Adobe Illustrator · Social & Behavioral Research (CITI)