Heni Bhungalia (MS - UX and Information Systems)
PRODUCT DESIGNER

SUMMARY

Innovative Product Designer with 3+ years of experience in user centered design, Agile methodologies, and accessible digital experiences. Expertise in leading design strategies for AI powered products, improving user engagement, and ensuring design consistency through scalable systems. Proven track record of collaborating cross-functionally, refining MVPs, and driving business success and user satisfaction.

EXPERIENCE

Product Designer — 02/2025 - Present
Betwixt — *Remote*

- Spearhead design for two AI-powered products, optimizing workflows and boosting efficiency for cross-functional teams, ensuring smooth development processes.
- Lead design strategy for Niko AI, improving collaboration and task automation with multi-agent systems, setting stage for Beta launch.
- Design Forge Deployment Dashboard, focusing on streamlining DevOps workflows and strengthening usability, accessibility, and overall user experience through iterative testing and feedback loops.
- Define scalable design systems and component libraries, ensuring consistency across product suite and accelerating development speed.
- Conduct user interviews, competitive audits, and user journey mapping to refine MVP and align design with both business and user needs.

UX Designer & Researcher — 01/2023 - 02/2025
Northeastern University — *Seattle, WA*

- Facilitated international collaboration between Boston and Italy to redesign patient experience, advancing care and patient satisfaction.
- Conducted a design study to revamp university's research website layout, fostering support and attracting more funding and partnerships.
- Led creation of a research website to showcase findings, ensuring clarity for stakeholders, and expanding visibility in academic community.
- Co-authored a research paper on patient-centered design practices within healthcare systems, influencing industry conversations on transforming patient experiences.
- Mentored 30+ graduate students weekly, fostering design skills and guiding to implement strategic design solutions.

UX Designer — 07/2023 - 07/2024
Democracy Lab — *Seattle, WA*

- Designed impactful Volunteer Activity and Impact Dashboards, leading to a 25% increase in volunteer engagement and donations.
- Implemented a design system, achieving 80% design completion and elevating consistency and scalability of platform's UI/UX.
- Executed an accessibility audit, ensuring platform met WCAG standards and promoting inclusive design practices across website.
- Streamlined footer and project flow, reducing clicks and maximizing user efficiency and satisfaction.

PERSONAL INFO

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LinkedIn
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Portfolio
henigb.com

EDUCATION

Northeastern University, WA
01/2021 - 04/2023

Master's in Information System and User Experience Design

- Graduated with Magna Cum Laude.
- Mentored 30 to 60 graduate design students weekly.
- Received Graduate Leadership Award.

Gujarat Technological University, INDIA
08/2015 - 05/2018

Bachelor's in Computer Science

- Runner-up in a national motion design competition.
- Selected for International Study Experience Program in Canada.

DESIGN RESEARCH PUBLICATION

Mapping patient-centered design practices and actors within stakeholder networks to reimagine healthcare

LEADERSHIP QUALITIES

Team Leadership

Collaboration

Strategic Thinking

Problem Solving

Honesty and Integrity

Commitment and Passion

Strong Communicator

Accountability

Creativity and Innovation

Lead UI/UX Designer   07/2022 - 12/2022
Globcon Infrastructure (Contract)   *Remote*

- Led user research and developed user flows, improving brand visibility and enhancing user interaction by 15% in 2 months.
- Built prototypes and designed visual elements for website, promoting user engagement and overall brand presence.
- Supervised remote team with guerrilla usability testing to identify and refine UX pain points, enhancing overall user experience.
- Incorporated feedback from usability testing to create a more intuitive and user-friendly website, elevating site's usability.

UX Design Engineer   01/2022 - 06/2022
Peapod Digital Labs   *Quincy, MA*

- Collaborated with UX designers and engineers to redesign landing page and search bar, increasing order interaction rates by 30%.
- Developed OpCos responsive designs for desktop and mobile, ensuring a seamless user experience across devices and platforms.
- Introduced Confluence design documentation, streamlining team onboarding efficiency and accelerating project timelines.
- Presented new feature releases in design review meetings, gathering feedback and iterating based on user and business needs, helped optimize engagement and overall user experience.

UX Designer   06/2021 - 12/2021
Northeastern University   *Seattle, WA*

- Restructured Information Architecture and redesigned website to increase student engagement by 40%.
- Conducted surveys, usability tests, and analytics reviews to optimize UI/UX, resulting in better overall satisfaction.
- Created new UI components, enhancing site's intuitiveness and responsiveness for a more seamless user experience.
- Applied design principles to support an AI Skunkworks project, restructuring data visualization and user interaction to increase usability.

UX Designer   05/2019 - 12/2020
Invica Infotech   *Surat, INDIA*

- Built an intuitive mobile app as sole designer, achieving over 100K+ downloads and strong user engagement.
- Conducted design reviews to iterate on app's UI/UX, boosting product's polish and functionality.
- Designed Play Store graphics and app icons, elevating branding and visibility.
- Constructed user flows, journey maps, and high-fidelity UI designs, ensuring app met user needs and lifted overall functionality.

SKILLS

User Centered Design

User Interface Design

User Experience Design

Design Systems

Prototyping

Wireframing

Responsive Design

Visual Design

Design Thinking

Accessibility - WCAG Standards

User Research

User Testing

Competitive Analysis

User Journey Mapping

HTML, CSS and JavaScript

Prompt Engineering

Attention to Detail

Adaptability and Continuous Learning

TOOLS

Figma

Sketch

Adobe Xd

Axure

Miro

Lucid chart

OmniGraffle

Balsamiq

Mural

User Testing

Adobe Creative Suite

LANGUAGES

English - Advanced

Hindi   - Advanced

Spanish - Beginner

Gujarati - Native

CERTIFICATION

Google UX Design Specialization

Accessibility

VOLUNTEERING

St. Jude Walk/Run, 2023 – 2024