

Tanvi Dalvi

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With over 5.5 years of experience in product design, curiosity is my design superpower. As a T-shaped designer proficient in UX design and behavioral strategy, I am skilled at driving business goals through empathy.

WORK EXPERIENCE

Product Designer II | Paycom, Grapevine TX

Sept 2024 - Present

Supporting the mobile design team in strategizing and designing for employee and manager-used HR products.

- Partnered with designers to introduce new mobile app functionalities for expense management by conducting a thorough study of direct and indirect competitors to implement new features, optimize the content architecture, and enhance discoverability.
- Facilitated collaboration with product managers and UI developers to articulate design choices that align with code feasibility and initiated conversions to find alternatives that reduce page load times.
- Proposed design system component modifications for 5 components based on unique project needs, ensuring consistency and versatility of usage within the platform

Lead UX Designer | The Stay Beautiful Foundation, Chicago IL

April 2024 - Aug 2024

Led the website redesign to support their mission of empowering women affected by cancer, focusing on accessibility and engagement.

- Conducted qualitative and quantitative user research studies with 15+ participants to identify unique user needs and develop a revamped design strategy with enhanced impact and persuasiveness.
- Developed a cohesive design system that maintains visual and brand consistency across their website and marketing campaigns.
- Redesigned the website structure by conducting heuristic evaluations, competitive benchmarking, and market trend analysis, enhancing discoverability, accessibility, and navigation.

Design Strategy Intern | CCC Intelligent Solutions, Chicago IL

Jun 2023 - Nov 2023

Conducted research interviews to create design assets that bridge the gap between the design and business development teams

- Reduced task time by 15 hours/ week by leveraging an open-source AI platform to develop a prompt engineering strategy, resulting in analyzing data from 23 interview transcripts for persona development.
- Optimized design processes by creating templated persona assets derived from user interviews to promote scalability.
- Presented research and design artifacts to senior leaders and directors to receive feedback and improve final output.

UX Designer | Finley Forever Foundation, Chicago IL

Apr 2023 - Jun 2023

Collaborated to redesign the website's experience to improve donation inflows to support the families of children undergoing cancer treatments.

- Collaborated to redesign user journeys and website flow to boost donations and sponsorships by 72%, significantly increasing monetary and resource support for families affected by pediatric cancer.
- Conducted multiple rounds of card sorting to restructure the website's information architecture, significantly increasing content discoverability and reducing the bounce rate by 15.6%.
- Developed and implemented ethical persuasive design strategies, utilizing UX writing, impactful metrics, storytelling, and visual elements to enhance user engagement.

Product Designer | PivotRoots, Mumbai

May 2021 - Jul 2022

Led and supported client projects by creating UX plans and visual designs for the target customers that helped improve business metrics.

- Led the end-to-end design lifecycle for clients in banking, healthcare and e-commerce industries by understanding business requirements and translating them into adaptive web prototypes that are aligned with their design system.
- Implemented tailored UX strategies and experimental features on a microsite for Merck & Co., creating an 80% increase in user engagement and over 640K+ unique clicks to learn more about cervical cancer.
- Designed and strategized conceptual designs for pitches, resulting in a 75% conversion to successfully winning the account.
- Earned recognition as "Employee of the Month" for December 2021 for successfully overcoming design challenges while mentoring junior designers and managing multiple projects in a fast-paced environment.

EDUCATION

M.S. Human-Computer Interaction | DePaul University, Chicago IL

GPA: 4.00 | Leadership: VP of XDRoundtable

B.A. Product Design | Indian School of Design & Innovation (Collaboration with Parsons NY), Mumbai

SKILLS & TOOLS

UX research and strategy: Contextual inquiry, Competitive analysis, Heuristic evaluation, Empathy mapping, Persona building, Card sorting, Storyboarding, Treejack testing, Chalk-mark testing, First click testing, User testing, Cognitive Walkthrough, Web analytics, Interview coding, Information architecture, Survey building, UX writing, Jobs to be done framework

Software: Figma, Adobe XD, Axure, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, MS Office, Atlas.ti, Miro, Mural

Visual design: HTML, CSS, Prototyping, Interaction design, Typography, High & low-fidelity wireframing, Design systems