

# MAITHILI BHUTA

LEAD PRODUCT DESIGNER

+91-9167440098 | [maithilibhuta@gmail.com](mailto:maithilibhuta@gmail.com) | [linkedin.com/in/maithilibhuta](https://www.linkedin.com/in/maithilibhuta) | <https://www.maithilibhuta.com/> | Mumbai, IN

## Work Experience

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### HumanX

November 2023 - February 2024

Lead Product Designer

Mumbai, India (Hybrid)

- Managed a team of 4 to craft the experience and workflow for a refurbished bike platform with a keen focus on seamless browsing & selling experience.
- Engineered the design & strategy for a GenAI image analysis tool, emphasizing visual aesthetics and actionable insights, boosting campaign effectiveness by **15%** for an industry-leading marketing agency.
- Steered the visual design and UX research of 6 key flows across web and mobile platforms for a healthcare portal affiliated with the Times Group.

### OpsLyft

August 2021 - September 2023

Product Designer

San Francisco, California (Remote)

- Spearheaded customer interviews and implemented rationale feedback verified by stakeholders that increased the adoption of new features by **70%**.
- Integrated data-driven concept development strategies to optimize the onboarding flow increasing the sign-up rate by **18%**.
- Collaborated with 4 cross-functional teams to execute a complete website redesign by leveraging data from analytical tools and meeting business requirements; boosted Monthly Active Users (MAU) by **120%**.
- Advocated and resolved user pain points with tools such as Useberry and MixPanel improving churn rate by **20%**.
- Designed end-to-end core features of the product including a customizable dashboard, asset management, and budget management to name a few, that contributed to a **13%** growth in MRR.
- Led the development of a comprehensive design system framework, enhancing consistency across all platforms; resulting in a **40%** increase in design efficiency and a **7%** reduction in production time.

### Self-Employed

April 2020 - July 2021

Freelance Designer

Mumbai, India

- Orchestrated responsive website projects for diverse small businesses, covering SAAS, D2C, B2B, and Healthcare domains; achieved an average of **12%** increase in customer retention.
- Initiated streamlined communication processes, that boosted client satisfaction and increased project referrals by **20%** within one year.

## Education

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Dwarkadas J. Sanghvi College of Engineering, University of Mumbai, India

August 2017 - October 2020

Bachelor of Engineering in Computer Engineering | CGPA: **8.6**

Shri Bhagubhai Mafatlal Polytechnic, India

August 2014 - May 2017

Diploma in Computer Engineering | CGPA: **8.9**

## Skills

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- Design:** UX Research, User Flows, User Experience (UX), User Experience Design (UED), Information Architecture, Wireframing, User Interface Design, Prototyping, Mockups, Interaction Design, Presentations, Visual Design, Human Computer Interaction, Storytelling
- Tools:** Figma, Sketch, Illustrator, Premiere Pro, Photoshop, Adobe XD, HTML, CSS, Framer, Axure RP.

## Certificate

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UI / UX Design Specialization, California Institute of the Arts, Coursera

April 2020

- The course reinforced a deep understanding of key concepts such as user research, strategy, wireframing, and prototyping.
- Hands-on projects, including a mid-level digital prototype, facilitated the application of best practices and conventions in UX design, resulting in a **20%** reduction in project turnaround time.