

TANVI DESHPANDE

UX RESEARCHER, VISUAL DESIGNER

I create compelling stories through aesthetic designs that prioritize functionality and deliver effective, impactful business solutions. I firmly believe that storytelling is a crucial part of design, and I'm excited to bring my skills to innovative projects.

CONTACT



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EDUCATION

MASTER OF ARTS

DESIGN MANAGEMENT (USER RESEARCH & STRATEGY)

Savannah College of Art and Design

March 2024

BACHELOR OF DESIGN

VISUAL COMMUNICATION

Unitedworld Institute of Design

2022

SKILLS

- Advertising
- Contextual Enquiry
- Journey Mapping
- Persona Development
- Pattern Recognition
- Storyboarding
- Presentation Design
- Print Design
- Data Synthesis
- Usability Testing
- Field Studies
- Survey
- Brand Identity
- Strategy
- UI/ UX Design
- Illustrations

TOOLS

- Adobe Creative Suite
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop,
- Adobe XD
- Figma
- Canva
- MediBang
- Miro
- Figma
- MS Word
- MS Excel

EXPERIENCE

The Fishing School (NGO), Washington D.C. | (July 2023 - Present)

USER RESEARCHER/BRAND DESIGNER

- Developing a style guide and maintaining the brand identity for The Fishing School. Designing marketing materials, including brochures, flyers, social media graphics, and website content.
- Analyzing their current business model and improving it to make it more approachable for the relevant audience. Planning outreach strategies in phases to reach wider audience for funding.
- Presenting research findings to the leadership team and recommending actionable insights.
- Creating a compelling pitch deck with strong storytelling and design for a client to secure a \$600,000+ investor funding.

The Y Bar, Savannah | (May 2024 - July 2024)

DESIGN AND STRATEGY ASSISTANT, CONTRACT

- Supported the grand opening of the business, ensuring all promotional materials were ready. Designed promotional materials like business cards, email signatures, flyers, posters, and rack cards, & all other collaterals.
- Developed a robust customer engagement strategy to acquire and retain clients by offering more than the competitors.
- Conducted competitor analysis with 7+ competitors and market research to plan competitive offerings.
- Strategized price tiering for various offerings, including yoga classes, subscriptions, and annual memberships. Planned benefits and seasonal discounts such as grand opening specials and early bird offers.

BMW x SCADpro | (Sept 2023 - Nov 2023)

PROJECT MANAGER, RESEARCH LEAD

- Led UX research initiatives, mentoring a team of 16 in advanced methodologies including survey design, interview protocols, and qualitative data analysis; conducted 30+ in-depth user interviews, applying affinity mapping and clustering techniques to synthesize actionable insights.
- Delegated tasks and implemented effective strategies like team bonding activities and brainstorming sessions to achieve project goals. And oversaw budget allocation and financial management for the project.
- Directed and led the project from research to user testing and final prototype in a span of 10 weeks for the client.
- Created a process book of 100+ pages to compile research, key insights, design iterations, and development, and maintained a documentation resource.
- Created a pitch deck and presented project outcome to BMW stakeholders.

Medical College of Georgia x SCAD | (Sept 2023 - Nov 2023)

DESIGN FACILITATOR

- Provided support to 6 medical students in their research endeavors with guidance on both qualitative and quantitative research methods.
- Conducted co- creation workshops building empathy among medical students for community-based research, leading to user personas and deeper understanding of their needs.
- Developed a research roadmap for the college, facilitating a structured approach for students.
- Proposed a forward-thinking research curriculum, integrating a multidisciplinary approach including mix methods research.
- Presented the curriculum proposal to stakeholders, demonstrating strong communication and collaboration skills.