

Tanvi Deshpande

UX Researcher, Product Designer

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A Junior Product Designer with a strong foundation in UX research, interaction design, and visual design. Experienced in translating complex user and business needs into clear, usable digital experiences. Comfortable collaborating with developers, stakeholders, and cross-functional teams. Looking to grow under mentorship while contributing high-quality execution and research-backed design decisions.

Humanify Technologies— UX Researcher, Mumbai, India (March 2026 – June 2026)

- Supported qualitative research across 90+ user interviews, enabling insight generation through structured data preparation and observation in 7+ brand projects.
- Recruited and screened 100+ participants, validating eligibility and fit through primary screening.
- Structured and organized qualitative data by clipping interviews into thematic segments and applying tags to support efficient synthesis.
- Observed 30+ interviews to build fluency in user behavior patterns, probing techniques, and research rigor.
- Contributed to persona development and product purchase journey maps by applying research frameworks and synthesizing qualitative inputs.
- Collaborated with senior researchers to generate actionable insights and stakeholder-ready presentations.

Freelance — Junior Product Designer, Atlanta, USA- (Aug 2024 – May 2025)

- Designed an informational web platform for U.S. elections in Figma, collaborating closely with developers to support handoff and implementation.
- Translated complex voting data into clear user flows and visual hierarchies, improving accessibility and comprehension for public users.
- Prototyped state-specific layouts to help users quickly locate relevant information.
- Maintained and improved a WordPress site for a bird rescue organization, enhancing navigation structure and usability.

The Fishing School (Non-profit), Washington D.C. — Product & UX Designer (Jun 2024 – Aug 2024)

- Conducted user and stakeholder research to understand donor behavior and engagement barriers.
- Synthesized insights into actionable product and communication strategies to support fundraising.
- Designed a high-impact pitch deck and visual narrative that contributed to securing \$600K+ in funding.
- Collaborated with leadership to align design decisions with organizational goals.

BMW × SCADpro — Junior Product Designer, Savannah, USA (Sep 2023 – Nov 2023)

- Led UX research activities including 30+ user interviews, surveys, and affinity mapping to uncover user motivations.
- Collaborated with a multidisciplinary team to translate insights into tested product concepts and prototypes.
- Supported end-to-end design from research synthesis to user testing and final prototype delivery within a 10-week sprint.
- Presented design outcomes and rationale to BMW stakeholders.

SKILLS

Product & UX Design

User Research, Interviews, Personas, Journey Mapping, Wireframing, Prototyping, Usability Testing, Information Architecture, Interaction Design, Data Synthesis & Insight Translation, Visual & Interface Design, UI Design, Visual Hierarchy, Design Systems Basics, Typography, Layout, Data Visualization, Presentation & Pitch Deck Design

Tools

Figma, FigJam, Adobe Illustrator, Photoshop, InDesign, XD, Miro, WordPress, Google Workspace

EDUCATION

Savannah College of Art and Design (SCAD)— 2024

Master of Arts, UX Research & Strategy

Unitedworld Institute of Design — 2022

Bachelor of Design, Graphic Design