

Meghna Bhairappa

USER EXPERIENCE DESIGNER

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PROFESSIONAL SUMMARY:

Dynamic and **results driven** UX Designer with **8 plus years** of global industry experience across diverse continents. Demonstrated expertise in **usable, scalable, inclusive, accessible, and intuitive** user experiences. Proven track record in managing **enterprise-level products** and **collaborating** with **cross-functional** teams to deliver exceptional design solutions. Proficient in **UX Research, Design Strategy, Usability Testing, and Design Management**. Proficient in developing specifications and **user guidance documentation**, actively participating in the entire **web/software application development lifecycle**. Committed to bridging the gap between humans and technologies through **empathetic, innovative, and impactful design solutions**. As a UX Designer, I lead projects, **advocating** for the **customer's voice** and **fostering cross-domain collaboration** to deliver **top-notch, data-driven solutions**.

SKILLS: User Experience and Design Management

- Product Strategy
- User-Centric Design
- Interaction Design
- Mobile & Website Design
- User Journey Mapping
- Participatory Design
- Heuristic evaluation
- A/B testing & analyzed results
- JavaScript Basics
- Inclusive Design Method
- Information Architecture
- Market Analysis
- Persona
- Story Telling
- Site mapping
- Usability Testing & Analysis
- HTML
- Qualitative and Quantitative Research
- Stakeholder Collaboration
- Visual Design
- Design thinking
- User Research
- Storyboarding
- Contextual Inquiry
- Iterative Design Process
- CSS
- Wireframing and UI Prototyping

LEADERSHIP and ACHIEVEMENTS:

SPEAKER

- “Digital Learning: Journey from books to ebooks post pandemic” at World Interaction Design Day Conference, 2021
- “Building an Open Source Food Recovery Platform” at AASHE 2018

MENTOR (On Leadership and UX)

- The University of Texas at Austin, 2023 - Present
- University of Washington, Seattle, 2022 - Present
- Informa, 2022-2023

AWARDS

- Digital acceleration award for Routledge.com unified books website, 2020
- WOW! award for UBX2.0 Project at T&F, 2019
- Digital Acceleration award at

- Mentor Together, 2023
- EXPEREINCE: External reviewer for the master's program in Human Centered Design and Engineering at University of Washington, Seattle 2022 - Present
- T&F, 2019
- Top Team award,eCommerce solution team, 2019
- Flipkart (Walmart) Employee of Month, June 2015

EDUCATION:

- **MS Human Centered-Design and Engineering** at University of Washington, Seattle, USA
- **MA Communications** at University of Westminster, London, UK
- **Bachelor's in psychology** at Jain University, India

WORK EXPERIENCE:

Company: **Taylor and Francis** an Informa Division is a leading business intelligence & academic publishing company.

Role: **UX Designer/ Architect**, Austin, Tx.

July 2019 – Present

- **Managed an enterprise-level B2B and B2C product suite with feasible, viable and desirable customer-focused, iterative design process.**
- Conducted comprehensive **UX Research**, leveraging findings for design solutions.
- Utilized research insights for crafting **low and high fidelity mockups**.
- Created **personas and user journey maps** before final product launch. Inclusive/**Accessibility Design (WCAG compliance)**.
- **Identified problems and proposed scalable solutions** based on user and business needs.
- **Built Design system** to delivery consistency and across projects.
- Employed **Scrum, Agile, and Waterfall methodologies** in collaboration with cross-functional teams.
- Achieved significant improvements:
 - ❖ Editorial portal - **saved 20,700 to 58,650 work hours annually (8-23% increase in productivity)**.
 - ❖ **Reduced** production handover **delays by 50%**.
 - ❖ **Elevated author satisfaction** from 75% to benchmark levels.
 - ❖ Implemented a unified account system, **boosting author satisfaction** by 5%.
 - ❖ **Enhanced overall user experience**, streamlining content access and metrics for Authors.
 - ❖ Revamped eBook sales workflow for quicker content access into a **4-step checkout process, transactions safe, simple, affordable, secure and accessible**.
 - ❖ Elevated book submission portal to a **top 3 position (from 6/7)** in book submission and tracking tools. Increased **user acquisition, engagement, and retention**.
- Used analytical tools to derive **success metrics**.
- Established and managed **vendor partnerships** for the T&F Design team.

- Collaborated closely with the Design team, offering **reviews and advocating** for User Experience enhancements.
- Presented innovative **UX techniques and design best practices** to the **leadership** team within T&F.
- Conducted **workshops on accessibility design** for developers and addressed technical constraints.
- Collaborated with product management and engineering to resolve customer issues.

Skillset: B2B and B2C Product. Coordinated Vendor Partnership. Created design systems. Accessibility Design. Provided Design Reviews. Responsive Design. Cross-Functional Team Collaboration. User Research and Persona Development and Design. Wireframing. Usability Testing. Figma. Sketch. Miro. Power BI. Google Analytics. Hotjar. Jeera. Confluence. Agil and Waterfall. Trello. Adobe CS. A/B tests. Agile and Waterfall Methodologies. web and native mobile application.

Company: **Meal Matchup and EMAR at University of Washington**

Role: **User Experience Designer and Researcher**

Sept 2018 – June 2019

Project Is an interdisciplinary effort to investigate effective measurement of adolescent stress levels by means of a social robot. (Project EMAR)

- Designed verticals and attributes and tested a collaborative asymmetric two-player Virtual Reality game from scratch for teenagers to design social robots to deal with high stress and anxiety situations.
- Conducted mixed-methods user research to compare the interaction of students with a social robot in-person versus other immersive environments.

Company: **Millipore Sigma**

Role: **Sr. User Experience Designer**

May 2017 – May 2017

Healthcare Ecommerce platform under a project (Distributed Elastic Ecommerce Platform), helping the customers; registered organizations have a user-friendly experience while shopping products from Millipore Sigma website.

- Designed the user interface and user model of existing and new website features and product – making constructive suggestions for change and creating the visuals, wireframes.
- Designing the dashboard and homegrown internal portal for the internal stakeholders
- Gathering Requirements for web & mobile behavior from stakeholders & users

Company: **Cuisine Rants** | Role: **Co-Founder, a Designer**

May 2016 – Jan 2017

Stealth mode startup, an independent designer worked from start to end in building the complete mobile app design for Cuisine Rants

Company: **Flipkart** | Role: **UX Designer**

Jan 2015 – Oct 2015

Walmart (Flipkart) - India's leading E-commerce website, worked on Flipkart's seller learning portal. Leading to a 25% increase in user interaction and a decrease in customer calls portal

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