

DEEPA GANGWANI

User Experience Designer based in Chicago, IL

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Senior UX Designer (Freelance)

NOV 2018 - PRESENT

Empathy Engines LLC — US Remote

NOV 2023 - PRESENT

- Led UX design for Donorly, a B2B platform for nonprofits, from concept to launch.
- Established a design system, improving consistency and developer handoff by 40%.
- Enhanced workflows, increasing task completion rates by 30%.

BlogVault Inc — US Remote

FEB 2024- OCT 2024, JAN 2019-DEC 2022

- First designer, developed UX strategy (collaborating directly with the CEO) for BlogVault's security features, reducing user errors by 25%.
- Created a scalable design system, cutting iteration time by 50%.
- Improved feature adoption through close collaboration with engineers.

Televeda Systems LLC — US Remote

FEB 2021 - APR 2021

- Conducted user research to identify product gaps, increasing user activation rates.
- Redesigned onboarding for Televeda, improving user retention by 2x for seniors (65+).

Referral Rock Inc — US Remote

MAY 2020 - OCT 2020

- Conducted user research to identify the pain points and simplify Reward Rules Setup workflows, increasing task completion by 80%
- Achieved a significant reduction in customer support calls for reward rules post-implementation.
- Built a UI component library, improving turnaround by 35%.

Smarterqueue — US Remote

NOV 2018 - MAY 2019

- Collaborated closely with the CEO and tech team to design the Social Inbox feature for B2B SaaS, increasing user engagement by 30%.

Senior UX/UI Designer, CyberCube Analytics

FEB 2022 - JUN 2022

- Designed cybersecurity insurance workflows and an internal portal, enhancing operational efficiency.
- Hired and mentored UX interns.
- Designed an internal Staff User portal, accelerating onboarding by 50%.

EDUCATION

MS in Human Centered Systems (HCI), City University London, UK

Bachelors in Management Studies, University of Mumbai, India

WORK AUTHORIZATION

US Citizen

SKILLS & TOOLS

Figma, Framer, Lovable.dev, v0.dev, Vercel, Webflow, TailwindCSS/ShadCN

User Research, Personas, User Journeys, User Interviews, Usability Testing (Remote & In-person), Heuristics & Competitive Analysis

UI Design, Design Systems (Atomic Design), Interaction Design, Information Architecture, Wireframes & Interactive Prototypes

Working knowledge React.js/Next.js, HTML,, TailwindCSS

Working with startups

UX Designer, Relay Network LLC

MAY 2021 - FEB 2022

- Led UX improvements for a B2C mobile feed, increasing engagement.
- Created a reusable component system, reducing inconsistencies.
- Created workflows and high-fidelity mocks for a feature that automates the experience creation of their B2B CX Builder

Product Designer, Consensys (Cellarius)

JUN 2018 - OCT 2018

- Optimized onboarding for blockchain storytelling platform Cellarius, improving user conversion rates.
- Conducted exploratory research, shaping the product roadmap.

User Experience Head, Townscript

MAR 2015 - AUG 2018

User Experience Consultant — US Remote

JAN 2016 - AUG 2018

- As a sole designer, worked on Payouts enhancements, Recurring Events functionality, Event Promotion functionality of the B2B web app & also designed an MVP version of the Event Manager app (Android)

User Experience Head — Remote India

MAR 2015 - DEC 2015

- First designer, built UX processes for B2B SaaS event management platform (B2B Web App + Event Manager Android App) and B2C product (Event Finder Android App) including User Research (conducting User Interviews, Remote Usability Testing), Wireframing, IA, IxD & UI Design collaborating directly with the CEO, PM and tech team.
- Improved efficiency 3x by refining workflows.
- Aligned UX strategies with business goals.