

VAIBHAV BHATU

Senior UI/UX & Product Designer

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PROFESSIONAL SUMMARY

Senior UI/UX & Product Designer with 8+ years across UX/UI design, product design, and design engineering, designing and helping ship SaaS platforms, EdTech products, mobile apps, dashboards, and AI-powered experiences. Skilled in UX research, usability-focused design, interaction design, information architecture, and design systems, with hands-on front-end familiarity (React, Next.js, HTML, CSS, JavaScript/TypeScript) that bridges design and implementation. Proven ability to translate complex requirements into intuitive, responsive, accessible products, working closely with product, engineering, and business stakeholders across web and mobile.

CORE COMPETENCIES

- UI/UX Design & Strategy
- Interaction Design
- Information Architecture
- Design Thinking
- Wireframing & Prototyping
- AI-Augmented Design Workflow
- SaaS Product Design
- Mobile-First & Responsive Design
- Design Systems
- User Research & Usability Testing
- Cross-functional Collaboration
- Accessibility & Usability Standards

AI-AUGMENTED DESIGN WORKFLOW

- Use AI to simplify complex requirements into clean, user-friendly design directions, rapidly exploring multiple interaction and layout options before committing to a solution.
- Run AI-assisted UX audits to surface usability gaps, accessibility issues, and inconsistencies early, then translate findings into prioritized design improvements.
- Apply AI for direct implementation, building entire flows, modules, and prototypes in HTML, CSS, and React / Next.js to validate designs in working code and accelerate design-to-development handoff.

PROFESSIONAL EXPERIENCE

Senior UI/UX & Product Designer · myCPE ONE

Aug 2021 – Present

- Led end-to-end UX/UI and product design across the myCPE ONE platform — user research, journey mapping, wireframing, prototyping, and design-ready specifications that shipped to web and mobile.
- Drove the transformation of myCPE from a cart-based model to a subscription-based SaaS platform, contributing conversion-focused UX that helped scale the shipped product to 80,000+ subscribers.
- Applied UX research and design-thinking methods to redesign the learning platform — course discovery, subscription journeys, training programs, self-study courses, webinars, certificates, assessments, and dashboards.
- Led UX for Insights, a content-discovery product serving 400,000+ monthly readers — designing responsive, mobile-first flows for news, monthly capsules, shorts-style video, infographics, categories, and search.
- Designed interaction design and information architecture for personalized course discovery, qualification-based recommendations, delivery-method filters, CPE packages, and combo bundles, building on a consistent design system across the product.
- Designed Benchmark product flows including firm performance analysis, comparison dashboards, graphical insights, and strategic recommendation screens.
- Designed AI-powered product experiences including AI search, personalized recommendations, AI calling workflows, recruitment-automation concepts, and intelligent content discovery.
- Integrated AI into the day-to-day design process — simplifying complex flows, generating rapid interaction options, running AI-assisted UX audits, and prototyping modules directly in HTML, CSS, and React / Next.js to speed up validation and handoff.
- Designed the Social Eye Foundation Partner Portal — a social-impact platform enabling student education management, school partnerships, and contribution flows supporting 4,000+ students and 100+ partnered schools.
- Designed HRMS modules including staff profiles, offer-letter generation, work-mode management, goal tracking, performance management, and learning & development flows.

- Designed and shipped the myCPE mobile app (iOS & Android) — learning content, course navigation, profile flows, Insights integration, news, shorts-style content, and mobile-first journeys.
- Designed the WBB Gig Taxes mobile app, including signup, information collection, document upload, e-signature, and multi-step filing stepper flows.
- Partnered cross-functionally with product managers, engineers, and QA to maintain design consistency, accessibility, and faithful front-end implementation across all products.

Senior UI/UX Designer · Moon Technolabs

Feb 2018 – Aug 2021

- Delivered and shipped end-to-end UI/UX design for iOS and Android apps, SaaS products, and websites, applying responsive design and design-system principles across client engagements.
- Owned complete product design for Moon Invoice, a SaaS invoicing platform — UX research, information architecture, interaction design, user flows, screens, forms, dashboards, and mobile interfaces.
- Designed 30+ mobile applications across diverse business domains, delivering usable, design-system-driven Android and iOS experiences.
- Designed 10+ corporate and product websites with responsive layouts and user-centered information architecture.
- Redesigned branding and visual identity for Moon Technolabs and Moon Invoice, improving consistency across product, website, and marketing touchpoints.
- Produced wireframes, high-fidelity screens, and interactive prototypes to support smooth design-to-development handoff.

Freelance UI/UX & Graphic Designer · Self-Employed

Apr 2017 – Jan 2018

- Designed and shipped mobile app (iOS & Android) and website interfaces applying usability principles, interaction design, and responsive best practices.
- Created website layouts, brochures, banners, and digital marketing creatives aligned to client branding requirements.
- Managed end-to-end execution from UX research and wireframing through high-fidelity, implemented delivery, adapting across industries and design styles.

SELECTED PROJECT

vaibhavbhatu.com · Personal Portfolio (Design + Front-End)

- Designed and built my portfolio site end-to-end in React / Next.js with Tailwind CSS and Framer Motion, using AI-assisted development to take design decisions through to shipped, responsive, accessible front-end code.
- Owned the full loop — visual design, component structure, motion, and iterative visual testing — demonstrating comfort working across the design-to-code boundary with HTML, CSS, and JavaScript/TypeScript.

EDUCATION

Bachelor of Computer Applications (BCA) · Saurashtra University · 2014 · CGPA 7.28

SKILLS & TOOLS

UI/UX Design: Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator

Front-End & Design Engineering: HTML, CSS, JavaScript/TypeScript, React, Next.js, Tailwind CSS, Framer Motion (AI-assisted)

Wireframing & Prototyping: Figma, FigJam, Miro, Adobe XD

Design Disciplines: User Research, Interaction Design, Information Architecture, Design Systems, Responsive Design, Usability Testing, Accessibility, Design Thinking, Mobile-First Design

Product & Project Management: Jira, Basecamp, Agile, Scrum

AI & Product Tools: ChatGPT, Claude, AI Studio, Stitch, Figma Make (used for concept simplification, UX audits, and rapid prototyping)

Platforms: SaaS, EdTech, HRMS, FinTech, Mobile (iOS & Android), Web Applications

LANGUAGES

Gujarati: Native | Hindi: Fluent | English: Professional Working Proficiency