

Bhavika Taneja

+91 8178606831 | bhavika7249@gmail.com | <https://bhavika.framer.website> | [linkedin.com/bhavikataneja](https://www.linkedin.com/bhavikataneja) | [behance.com/btspams](https://www.behance.com/btspams)

PROFILE

UI/UX Designer with 2+ years of experience designing enterprise dashboards, consumer apps, and civic-tech platforms. Skilled in end-to-end product design — from user research and information architecture to high-fidelity Figma prototypes and production-ready design systems. Currently working at Tagbin on government-scale digital products; experienced across health, fintech, EdTech, and public-sector domains. Proficient in AI-assisted design tools and Framer development.

EXPERIENCE

UI/UX Designer

Tagbin Services Pvt Ltd, Gurugram

Mar/2025 - present

- Designed end-to-end UX and UI for Ladakh Tourism and Panchayati Raj digital platforms, creating information architecture, wireframes, and high-fidelity screens for citizen-facing web and mobile experiences.
- Built a scalable design system and interaction flows for 3 government platform projects, collaborating daily with developers and project managers to ship production-ready assets.
- Contributed to phygital experience design for the CBSE Experience Centre and cultural exhibition projects, bridging screen-based and physical installation design.
- Conducted stakeholder workshops and heuristic evaluations to align design decisions with accessibility and usability standards across high-footfall public platforms.

Visual Designer

Wishnew Wellness Pvt Ltd, Delhi

Oct/2023 - Aug/2024

- Led a full redesign of the company website — restructured visual hierarchy and information flow, resulting in a 32% increase in session engagement.
- Designed user flows, UI layouts, and interaction patterns for a B2C wellness platform, improving navigation clarity and reducing drop-off on key conversion screens.
- Developed a cohesive brand system including logo guidelines, packaging design, social assets, and digital and physical touchpoint collateral.

UX Research (Trainee)

Nurture Spark Digital, Dubai (Remote)

Nov/2023 - Dec/2023

- Conducted user interviews, usability tests, and competitor analysis to support a website redesign. Delivered personas, journey maps, and UX documentation that shaped the final information architecture.

PROJECTS

Workly — AI Project Management Platform

Designed end-to-end UX for an AI-powered project management tool — including onboarding flows, dashboard architecture, and task interfaces — informed by competitive analysis against Asana, Notion, and ClickUp.

STEPSAVE - Saving App For Children

Designed a gamified savings app for children aged 5–16 with age-specific experience modes, reward systems, and parent controls; prototype validated with 4x engagement uplift.

Inara Skin — AI Skin Health App

Designed an AI-powered skincare app that turns a photo into a personalised dermatology routine — with calm, accessible UI optimised for trust in a health context. Rated 4.5/5 in usability testing.

SKILLS

Design & Prototyping: Figma, Framer, Sketch, Adobe XD, Photoshop, Illustrator, InDesign, ProtoPie, Framer Motion, After Effects, LottieFiles, Overflow, Zeplin, Figma Dev Mode, Storybook, Vectary, Spline, Procreate, CorelDRAW

UX Research: User Interviews, Contextual Inquiry, Usability Testing, A/B Testing, Heuristic Evaluation, Persona Creation, User Journey Mapping, Card Sorting, Affinity Mapping, Competitor Analysis, Qualitative & Quantitative Surveys, Task Flows

AI & Analytics: Claude AI, ChatGPT, Figma Make, Galileo AI, Uizard, Midjourney, Weavy AI, Hotjar, Mixpanel, Amplitude, Google Analytics, Microsoft Clarity, Maze, UserTesting, UserZoom, Optimal Workshop

Collaboration: Miro, Notion, Jira, Confluence, Slack, Trello, ClickUp

EDUCATION

Persuasive UX Strategy

Indian Institute of Technology Delhi

2025 - present

Bachelor Of Technology, Computer Science Engineering

Jaypee Institute Of Information Technology

2020 - 2024