

Rushabh Bhatt

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EDUCATION

Drexel University Sep '24 — Jun '26
Master of Science (Major: Human-Computer Interaction & User Experience)
Philadelphia, PA

- **Cumulative GPA: 3.6/4.0**
- **Relevant Coursework:** Designing with Data, Accessible and Inclusive Design, Human-AI Interaction, Prototyping the User Experience, Understanding Users: User Experience Research

Mumbai University Aug '19 — May '22
Bachelor of Technology (Major: Electronics and Telecommunications)
Mumbai, India

- **Cumulative GPA: 8.15/10.0**

PROFESSIONAL EXPERIENCE

Graphic Design Intern Sept '25 — Jan '26
CSL Behring
King of Prussia, USA

- Designed a **user-centered**, one-page drug communication template for scientific audiences, improving clarity through strong **information hierarchy** and **visual structure**
- Supported the development of presentation materials for **ISTH 2026**, creating consistent layouts and visual systems that enhanced readability and scientific communication

UX Designer Sept '23 — Aug '24
Magadh Tech
Gurugram, India

- Worked on a full redesign of the internal employee portal, improving task efficiency by **40%** through cleaner layouts, simplified workflows, and improved content hierarchy
- Conducted user interviews of the employees and conducted surveys with over **30 people** to identify usability issues, prioritize features, and guide design decisions with real user needs
- Achieved a **60% reduction** in support tickets related to portal navigation and task errors, showing clear gains in usability

ID/UX Design Analyst June '22 — Aug '23
Zeus Learning
Mumbai, India

- Created storyboards for Videos and designed interactive learning flows for K-12 educational content, improving clarity and engagement by approximately **20%** for students of all ages
- Built interactive prototypes for math games for grades K-4 using **Adobe XD**, applying child-appropriate UX and visual design principles, and conducted usability tests with **15+ students** and received positive feedback
- Conducted competitive feature analysis by using **UX research methods** for a design overhaul of a top educational platform to identify UX gaps and recommended enhancements for navigation, accessibility, and content structure

PROJECTS

Virtual Closet (Capstone Project) June '25 — Present

- **Led end-to-end UX design** of a virtual closet mobile app for fashion-conscious users, focusing on **personalization and visual outfit preview** to reduce decision fatigue and sizing uncertainty.
- Researched and prototyped key user flows through **surveys and interviews** with **8-10 users**, developing **personas, user journeys**, and **high-fidelity prototypes** in Figma, refined through **usability testing** with **5 users**.

Travelist (AI-Powered Travel Planning App) Jan '25 — Mar '25

- Designed and prototyped a travel planning app in **Figma** to simplify packing and itinerary creation using **Artificial intelligence**
- Collected insights from **25+ survey** respondents to identify key travel planning pain points and inform feature prioritization

SKILLS

- **Design Tools:** Adobe Illustrator, Adobe Photoshop, Adobe XD, Canva, Figma, Framer, Sketch, Webflow
- **Usability Testing:** A/B Testing, Accessibility Testing, Heuristic Evaluation, User Research
- **Interaction Design:** Design Thinking, Prototyping, Responsive Design, Storyboarding, Wireframing
- **Programming Languages:** CSS, HTML, JavaScript, Python