

# Bhavna Paikattil

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Dear Hiring Manager,

In pursuit of my passion in Design, I started my journey over 8 years ago. I cleared my Bachelor's degree in Design with a CGPA of 3.8. I will complete my MS in Design from Pratt Institute, NY specializing in Information Experience Design in May 2024 with a CGPA of 3.99.

I identified my area of specialization (UI/UX Design) after learning the details involved in Product Design, Communication Design, and UI/UX Design through multiple internships with startup companies. During my stint as a UI/UX designer with a Fintech company, I got exposure to interacting with stakeholders, and product launches in addition to designing credit card and user flows that kept track of their profiles.

Working as an Associate UX designer at a gaming company helped in develop my skills in concept generation, creating wireframes, and SDLC. My designs increased the user retention of the game by 40%.

My most recent role is as a UX consultant at the Center for Digital Experiences at Pratt Institute. I have helped multiple clients achieve their goals through user research, prototyping, and testing. I have a total of 3 years of experience working full-time and am eager to join your esteemed organization and look forward to discussing how my skills and experiences align with the needs of your organization. I am attaching herewith my resume and portfolio.

Sincerely,  
Bhavna Paikattil