



Bhakti Hemdev

Customer Experience Designer

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PROFESSIONAL EXPERIENCE

UST Evolve (previously, Moonraft Innovation Labs)

Director, Experience Design | April 2020 - April 2025 (5 yrs)

- Led the design for **Volvo Eicher's** instrument cluster and infotainment system launched at **Bharat Mobility Global Expo 2025** by **Shri Nitin Gadkari**, Hon. Minister of Road Transport and Highways of India.
- Developed a winning concept pitch for **Hero MotoCorp's** flagship sports initiative securing a project for their mobile app.
- Conceptualised and redesigned the D2C digital experience for **Aegon Life Insurance** leading to an increase in customer acquisitions by **20%** and **reduction in bounce rates by 4%**.
- Drove a D2C shopping experience for a Japanese consumer electronics brand generating a **300% increase** in orders and **\$10M in sales**.
- Developed concept pitches for over **10 clients**.
- Spearheaded an intra-organisational upskilling initiative for fellow designers and successfully facilitated **8+ workshops** till date.

Design Lead | May 2018 - March 2020 (1 yr 10 mo)

- Designed a test prep app for a global e-commerce giant that led to **5M + app downloads** and a **150% increase** in test registrations.
- Led the end-to-end engagement for the same client and managed multiple tracks simultaneously.
- Spearheaded the digital transformation for **IDFC Bank** across various channels including pre-login website, internet banking and mobile app.
- Redesigned a mobile app for Philippines' largest chain of malls.

Designer | April 2016 - April 2018 (2 yrs)

- Designed a distance learning app for **Sikkim Manipal University** that was **shortlisted for 'Best Design'** by Interaction Awards.
- Designed **10+ features** for IDFC Bank's website including pre-login, internet banking and mobile application.
- Redesigned the internet banking platform for FMB Bank in Malawi. Served as an individual contributor and enhanced **15+ user journeys**.

Mister Bumbles' Interaction (Internship)

Graphic Designer | August 2015 - Feb 2016 (6 mo)

- Created brand assets, including identities and collaterals for clients.
- Designed a mobile app for travel bloggers for my post-graduation project.

Brand New Studioworks (Internship)

Graphic Designer | August 2012 - Jan 2013 (5 mo)

- Created a stop-motion-animation product video as a solo project from end to end.
- Designed marketing creatives and branding assets for clients.

SKILLS

- Experience Design
- Design Strategy
- Conceptualization
- Presentation and Storytelling
- Workshop Facilitation
- Design Management
- Leadership & Mentorship

TOOLS

- Figma, Sketch, Adobe (Xd, Ai, Ps, InD)
- Invision, Zeplin
- Midjourney
- ChatGPT
- Procreate

RECOGNITION

- Best Design Project 2022** - Aegon Life Insurance
- One of the **9 Most Beautiful Banking Brands in the world** - IDFC Bank
- Top 20 visually stunning website designs globally** - IDFC Bank
- Interaction Awards - Best Design (Final Shortlist)** - Sikkim Manipal University Distance Education

EXTRAS

- Mentor on ADP List
- Head of Evolv (upskilling initiative @ Moonraft)

EDUCATION

- PGDP in Graphic Design (2013 - 2016)
MIT Institute of Design, Pune
- B.Sc Electronic Media (2010 - 2013)
M.O.P Vaishnav College, Chennai