

# Bhavna Bhavanishankar

## UX Researcher

bhavnabhavanishankar.com

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### SUMMARY

- Design professional committed to researching and designing in interdisciplinary spaces for an inclusive and user-centered future, working with companies at the intersection of tech, design, and business innovation.
- Delivered actionable insights on customer usage patterns for Microsoft's AI tools, impacting over 400 million global users and driving data-driven improvements for enhanced user experience.
- Provided expert consultation on integrating multimodal sensory experiences into game-based learning systems used by 5 million students around the world.
- Led a cross-functional team of 25 designers across diverse fields in developing novel entry points to employing augmented reality (AR) and virtual reality (VR) technologies for a global multi-billion dollar entertainment company.
- Drove a 26% increase in followers through strategic analysis of listening engagement for a climate change-focused podcast reaching 4,000+ listeners each week.

### PROFESSIONAL EXPERIENCE

#### Microsoft (via GJ Cloud Solutions)

Remote-US

#### Business Research & Analysis Consultant

Feb 2024 - Oct 2024

*Provided research and analysis of customer data for Microsoft Copilot, an AI tool that supports more than 400 million worldwide users of Microsoft Office products.*

- Analyzed and reported customer patterns for Microsoft Copilot based on quantitative enterprise level usage data.
- Contributed to the optimization of customer data streams through developing, and presenting business requirement documents to outline changes in data flows for internal stakeholder audiences.
- Served as acting scrum master, managing agile boards, organizing sprint tasks, and identifying blocker solutions for a team of 8 business analysts and data engineers.

#### UX Research and Design Consultant

- Work as a UX Consultant for Microsoft FastTrack projects as well as GJ Cloud Solutions projects.
- Conduct critical reviews of existing web page UI and propose design changes for the optimization of user experience on the GJ intranet portal.
- Develop and design UI for a new software that is slated to launch later in 2024, including web page UI and layouts for generating reports to visualize and communicate complex concepts.
- Brainstorm and ideate marketing and advertising avenues for upcoming software launches.

#### Climify

Remote-US

#### Experience Researcher & Multisensory Educator

Dec 2023 - Aug 2024

*Climify's mission is to connect climate scientists and design educators to bring climate action into design education. Climify is a podcast with over 4000 listeners internationally, spanning four seasons and 67 episodes.*

- Led an audience research team of 6 multidisciplinary designers in developing tiers of target audience demographics to improve reach for Season Four of the podcast.
- Developed curated discussion guides framed to explore speakers' journeys with systems thinking.
- Identified opportunities for marketing the podcast across social media platforms, resulting in a 26% increase in follower reach.
- Identified and incorporated best practices for audience research focusing on an audio-only medium, taking into account cognitive engagement and sensory capabilities.

**The Smithsonian Institution - National Museum of the American Indian**  
**User Research Intern**

Washington, DC  
 Jun 2022 - Aug 2022

*The National Museum of the American Indian (NMAI) serves 700,000+ visitors each year, providing an informed understanding of Native peoples at the Smithsonian Institution.*

- Worked cross-functionally with the Education Department and the Executive Planning Office synthesizing their respective goals and insights for cohesive communication.
- Synthesized qualitative research findings from teacher education surveys conducted with 200+ educators across the United States, converting the findings into focused and actionable insights.
- Visualized an interactive logic model using research insights for the design of educational modules.
- Utilized primary and secondary research findings to map patterns and trends to both inform future teacher training modules and help in optimizing content structure.

**MGM Resorts International (via SCADpro)**  
**Project Lead and UX Research & Strategy Lead**

Savannah, GA  
 Mar 2022 - Jun 2022

*MGM Resorts International is a hospitality and entertainment company with 31 destination resorts and gaming locations across the world and a net revenue of \$3.9 billion.*

- Led a cross-functional team of 25 designers across different fields to develop long lasting entry points for entertainment in the Metaverse catering to future audiences.
- Directed concept ideation and development through iterative design processes across sub-teams to generate 4 actionable solution areas for implementation.
- Conducted and moderated primary research among GenZ audiences through contextual inquiry, surveying, open-ended interviewing, and trend mapping for VR spaces to ensure measurable customer experiences for multimodal adoption.
- Designed and presented a strategy framework highlighting opportunity spaces for a profit-oriented user engagement model to drive decision-making. Strategized the storytelling and visualization model and presented the integration of the solution ecosystem to the clients at MGM.

**EDUCATION**

**Savannah College of Art and Design**

Master of Fine Arts, Design Management

**National Institute of Fashion Technology**

Master of Design (MDes), User Experience Design

**MOP Vaishnav College for Women**

Bachelor of Science, Visual Communication

**RESEARCH AND TECHNICAL SKILLS**

Mixed-methods Research, Contextual Inquiry, Experimental Research Design, Ethnography, Usability Testing & Evaluation, AB Testing, Insight Mapping & Generation, Framework Building, Heuristic Evaluation, Business Innovation Design & Strategy, Presentation Design, Public Speaking