

Jyotsna Bhageria

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EDUCATION

Georgia Institute of Technology

Bachelor of Science Industrial and Product Design

Overall GPA: 3.6, Major GPA: 3.84, **Faculty Honors, Highest Honors**

Atlanta, Georgia

May 2025

EXPERIENCE

Lando

Learning Experience Designer @ Series A Education Technology Startup

Palo Alto, CA

July 2025 - Present

- **Defined the end-to-end experience** for Lando's early education coding and game design class, scaling to **1,167 learners across 276 schools** in CA for 2025-26 and generating **\$1.1M in projected annual revenue**.
- **Designed content for 20 new coding classes**, owning both **curriculum and product UX**. Translated learning goals into interactive features and UI flows that aligned pedagogical outcomes with classroom usability in actual classrooms.
- **Enhanced teacher workflows and interactions**, redesigning the teacher interface to provide more visibility into student progress, **reducing average student queue wait time by 36%** and improving class success metrics **by 14%**.
- Collaborated with **engineering, QA, and operation teams** to ship key features—**progress tracking, adaptive hints, and reward systems** based on insights from **28+ classroom playtests, Mixpanel analytics, and teacher surveys**.
- **Identified 58+ visual and interaction inconsistencies** and bugs. Synthesized behavioral, qualitative, and quantitative data to identify friction points, refine class pacing, and improve teacher support resources for scalable rollout.
- Leading design of a new **AI-education CS class** for Fall 2026, entering **alpha testing in January, focused on building AI literacy through storytelling and creative coding** to help students trust automation and build confidence in using it.

Gupshup

User Experience Design Intern (Agent Assist Team)

Remote

June-August 2024

- **Improved usability and consistency** across Console 10.0 by identifying and shipping **10+ UI fixes**, reducing **user-reported issues by 20%** and increasing design consistency by **8%** per post-release feedback.
- **Redesigned the Agent Assist user guides page**, streamlining content architecture and layouts across all modules, **reducing time-to-information access by 25%** through iterative A/B testing of high fidelity wireframes on Figma. Partnered cross-functionally with product and engineering teams to launch a **customizable chat widget and visibility settings, increasing user satisfaction by 35%** through enhanced interface control and custom personalization.

Sujosu

Product Design Intern (Web-based Solution)

Pune, India

May-August 2023

- **Increased operational transparency by 40%** through a **scalable user platform** that replaced fragmented workflows and reliance on email, fax, phone for tracking documentation and enhancing phase visibility across 5+ project stages.
- **Designed multi-user flows and prototypes** for three distinct user groups, improving navigation efficiency (**35% fewer errors**) and engagement (**+20%**) in a grid-scale land acquisition platform to expand solar energy efforts across India.
- **Replaced inefficient legacy documentation processes** with a centralized management system for legal and approval documents, cutting delays by **10%** and enabling faster, more reliable inter-user transactions.
- **Collaborated in an Agile environment** with engineers and business leads to balance technical feasibility and needs. Presented design proposals and insights to varied stakeholders, aligning design rationale with product goals.

Book It

Decentralized Book Exchange Application (Mobile-based Solution)

Pune, India

August 2023-Present

- Conceptualized a **decentralized, community focused, B2C, mobile application for book sharing**, creating a shared inventory of **1500+ books among 315 residents**. Oversaw product lifecycle, from user research to product release.
- Facilitated over **250 book exchanges, reducing external book expenses by 40%** for participating families.
- Collaborated with the engineering team to design and develop a modular architecture for the mobile application, allowing for easy scalability as the user base grew, **leading to a 3x increase in active users within 3 months**.
- Conducted experimental A/B testing, qualitative and quantitative Qualtrics survey and interview findings to inform product decisions for improved mobile design. Prototyped wireframes, user flows, sketches, for user testing.

SKILLS

- Accepted for publication as a **Student Design Challenge submission at the 2025 ACM/IEEE International Conference on Human-Robot Interaction (HRI 2025)**. Awarded prestigious **President's Undergraduate Travel Award**.
- **Design Researcher @ CodeCraft Lab** under Dr. Hyunjoo Oh; **Undergraduate Teaching assistant: ID 2023, 2024, 1011**
- **Top 10 finalist** of 48 Hr Repack Design Packaging Design Competition, **Google Professional UX Design Certification**

Agile Methodology, Data Analysis, Quantitative Analysis, Service Blueprinting, Information Architecture, Wireframing, High Fidelity Prototyping, Design Systems, Usability Testing, Journey Maps, Ethnographic Studies, Conceptual Frameworks
Photoshop, Illustrator, Sketch, InVision, Figma, Principle, Miro, Qualtrics, Adobe Creative Cloud, Microsoft Office, Mixpanel