

Vrishti Bhowmik

San Francisco based Senior Product Designer

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Experience

Senior Product Designer @ Salesforce

San Francisco, CA | Jan 2022 - Present

- ◆ Spearhead end-to-end UX as a solo designer for all Mulesoft Anypoint Monitoring products: Anypoint Insights, Telemetry Exporter, Distributed Tracing. All of which successfully shipped early 2024.
- ◆ Worked closely with select customers to build Telemetry Exporter, enabling customers to stream data from Mulesoft to 3rd party apps of their choice. This project lead to contract renewal of 5 large enterprise partners.
- ◆ Directed the reskin of Anypoint Monitoring UI components, improving accessibility to industry standards.

Staff UX Designer @ Palo Alto Networks

Santa Clara, CA | Feb 2019 - Dec 2021

- ◆ Lead end-to-end UX design for Cortex Data Lake logging platform, eliminating 2 large steps in firewall troubleshooting. Received a 4.6/5 star rating on G2 after redesign.
- ◆ Improved Cloud Identity Engine's Directory Sync setup experience, leading to 13% customer growth in Q4 FY21.
- ◆ Evangelized and lead design thinking workshops with cross functional teams, reducing design debt and accelerating product development.
- ◆ Offer career mentorship to junior designers and design interns.
- ◆ Promoted from UX Designer to Staff UX Designer in Nov 2021.

Product Designer @ Coach Viva

Part-time Remote | Feb 2020 - June 2021

- ◆ Designed Coach Viva mobile app concept using lean UX methodology (guerilla testing, rapid prototyping and iteration) in order to migrate clients from chat to mobile app. Increased the number of daily active customers by 26%.
- ◆ Eliminated the need for coaches to monitor data entry from 1-2 hrs/day to 0 hrs/day.
- ◆ Created a design system in order to speed up product development cycles.

Teaching Assistant @ UW Information School

Seattle, WA | Sep 2018 - Dec 2018

- ◆ Taught UX Design principles and co-planned coursework for 25 undergraduate first-year students.
- ◆ Conducted career mentoring sessions for aspiring designers on portfolio building, networking, and internships.

Education

University of Washington

B.S. Human Centered Design & Engineering (2x Dean's List)

Seattle, WA | 2014-2018

IDEOU

Designing Strategy Certificate

March 2023

Skills & Tools

Figma, Sketch, Framer, Adobe Illustrator & Photoshop, Miro, prototyping, user research, usability testing, accessibility, design workshop facilitation, design thinking, data visualization, storyboarding, journey mapping

Languages

Native fluency in English and Indonesian.

Elementary proficiency in Mandarin and Bengali.

Other Involvements

- ◆ Design Advisor for Nom Menu
- ◆ Mentor on ADP List