

# urvi thakker

## user experience designer

urvi.d.t@gmail.com

+1 912 220 0093

[www.urvithakker.com](http://www.urvithakker.com)

## work experience

### iVoyant LLC UX Designer

JANUARY 2023 - PRESENT

- Led UX Design and Strategy as a key member of the scrum team, enhancing the **Cricket Wireless** customer service platform (Voyage) used by **2000+ agents** globally. Integrated strategic design decisions by collaborating with business stakeholders and the product owner to align the goal of reducing average handle time with user needs.
- Redesigned top call driver functionalities, including "Change Subscriber Status" and "Billing". Conducted [Fullstory](#) analysis, facilitated focus groups, and initiated surveys to establish a continuous feedback loop. These efforts **reduced call time** for subscriber status changes from 8 minutes to 2.5 minutes and billing explanation time from 10 minutes to 9 minutes, resulting in **\$20 million and \$4 million in annual cost-savings** respectively.
- Implemented **UX metrics** using Fullstory, enabling **quantitative analysis** of user behavior and empowering the team to make data-driven decisions that reduced time on tasks and errors.
- Designed visuals and workflows to **provide AI-driven insights** to agents for complex tasks like billing, Conducted **A/B testing** to further refine the usability.
- Expanded existing **design system** by introducing **40+** new components and patterns to ensure consistency across Voyage.

### Philips UX Designer

JUNE 2022 - SEPTEMBER 2022

- Implemented a novel approach to visualize clinical data through user interviews and co-creation that led to a therapy dashboard for sleep coaches worldwide to **boost their efficiency by 30%**.
- Contributed to the strategic development and content creation of Philips' Conversational UX Toolkit **adopted by 450+ designers** worldwide.
- Designed and facilitated a workshop for a **22-member** multidisciplinary design team, generating **100+ ideas** for the Philips Experience Center.

### Trueno UX Designer and Researcher

JUNE 2020 - FEBRUARY 2021

- Led the end-to-end design process, from user research to testing, launching the mobile application live.

More on [LinkedIn](#)

## education

### Savannah College of Art & Design

M.A. Design Management GPA 4.0 2021-22

### ISDI School of Design and Innovation

Bachelors in Product Design 2016-2020

### Mumbai University

B.A. Sociology 2016-2019

## skills

**Design** • Prototyping and Wireframing • Visual Design • Data Visualization • Design System • Journey Mapping • Accessibility  
**Research** • User Research • Usability Testing • Heuristic Evaluation • Quantitative Data Analysis • Focus groups  
**Strategy** • Product Strategy and Roadmapping • Workshop Facilitation • Cross-Functional Team Collaboration • UX Metrics Analysis

## tools

• Figma • Adobe XD • Sketch • Photoshop • Illustrator • InDesign • Framer • After Effects • Axure • Invision • Blender • Fusion 360 • Jira • ADO • FullStory

## certifications

- Professional Scrum Master I 2023
- Professional Scrum UX 2023
- Lextant: Design Research 2022
- HFI: Certified Usability Analyst 2020

## awards

- Bio Design Challenge: Presentation 2023
- DMI Student Essay Winner 2022 & 2021
- LTI Design Hackathon runner-up 2020

## publications

- Overcoming Pedagogical Challenges in Product Design Education during the pandemic, The Design Society, Cambridge University Press 2022