

TANVI BIHANI

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UX Researcher with a background in design

tanvibihani.com

Work Experience

Intuit Mailchimp

Service Design Intern

Remote

May 2022 - Aug 2022

- Hypothesized the usefulness of AI image modification tools & validated them using prototyping and user research.
- Recruited 12 customers using screeners & interviewed them to understand needs based on segments and personas resulting in competitive positioning for Mailchimp.
- Formulated insights about the tool, perception of the company, and the expectations from the platform to help inform the data science & product teams for future innovations.
- Ideated and prototyped solutions for the strategic integration of the tools on the web and app experience for higher customer acquisition.

Alstrut India Private Limited

Product Development and Strategy Intern

Chennai, India

May 2020 - Jul 2021

- Identified packaging and product design changes for a pneumatic gripper interface for robots to save production costs.
- Strategized go-to-market strategies and pricing for the product and its variants. Developed a brand guide and created marketing collateral for different channels.

Zwende Design Private Limited

Product Intern

Bangalore, India

May 2019 - Jul 2019

- Conducted field research to find pain points in current solutions for display in-store and in pop-up stalls. Used methods like contextual inquiry and interviews to understand customers and users.
- Ideated and designed a lightweight modular product display stand for pop-up stalls. Collaborated with a contract manufacturer for the execution of the designed stands.
- Rendered dynamic 3D models for the customization feature on their website to improve customer experience by allowing users to preview their customized product textures.

Projects

Volvo Mack

Capstone Project

Pittsburgh

Jan 2022 - May 2022

- Analyzed findings from 180+ survey responses, 9 interviews and 2 field visits with multiple stakeholders in the refuse industry for future innovations.
- Led a team of five through Secondary and Primary research in the refuse truck industry.
- Ideated, designed, and prototyped the most valuable solution to truck drivers that aligned with MACK's business goals. Also presented a service proposition and business case.

Eva

Dissertation

Singapore

Aug 2019 - Apr 2020

- Conducted research that included ethnography, interviews (7) and field visits.
- Hypothesized and formulated a scenario based on literature, film and cases about a speculative future world taken over by automation.
- Synthesized insights, ideated, and prototyped a speculative product.

Education

Carnegie Mellon University

Pittsburgh, PA | 2021 - 2022 (Expected)

Masters in Integrated Innovation of Products and Services (MIIPS)

Lasalle College of the Arts

Singapore | 2017 - 2020

BA Honors in Product Design

Volunteer Experience

Carnegie Mellon University

Pittsburgh, PA | 2021 - 2022

Understood experiences and goals for potential incoming students as an Admissions Ambassador and shared firsthand details about the MIIPS program.

Skills

Research and Strategy

- User Research
- Secondary Research
- Concept Mapping
- Storyboarding
- Diary Studies
- Data Visualization
- Affinity Mapping
- Online Surveys
- Service Blueprints
- Ethnography

Software Skills

- Figma
- Miro
- Adobe Creative Suite
- Google GSuite
- Rhinoceros
- Keyshot
- Visual Components
- C/C++

Workshop Tools

- 3D Printing
- Laser Cutting
- Vacuum Forming
- Power Tools