Akshaya Bhat

Senior Product Designer

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As a seasoned Product Design specialist and an advocate for accessibility and inclusivity with 9 years of experience, I thrive in dynamic environments where I combine creative problem-solving with technical precision to tackle complex challenges. I have experience designing for websites, web apps, native and hybrid apps, as well as SDUI solutions.

INDUSTRY EXPERIENCE

Bp plc. - London | Senior Product designer | Mar'24 - Present

- Led the end-to-end design, research, and accessibility for the Global BPme App and website. Owned strategic design decisions and directed cross-functional teams (Engineers, Designers, Data team, PM), contributing to the success of 10+ releases across Spain, Poland, and the UK within 1.5 years.

- Revamped user experience for loyalty features and fuelling journeys, leading to 1.2 million UK customers updating to the latest app version.

- Drove design decisions leading to 1M+ downloads, achieving a 93% registration success rate and maintaining a 4.8/5 App Store rating in Poland within 5 months.

- Recognised by the VP of Digital Products for my exceptional contributions to the success of BPme, demonstrating innovative design solutions.

- Pioneered accessibility initiatives, embedding inclusive design practices that enhanced usability and compliance, making the platform more accessible for all users.

- Mentored early-career professionals, fostering a collaborative & innovative environment.

Fjord, Accenture Song - London | Visual/ Product Design Specialist | (Feb'22 - Mar'24)

- **Strategic Discovery | Leading UK Airline & Hospitality Company | Product design lead**
  - Led workshops and guerrilla research, crafting user flows and UX deliverables that shaped strategic decisions. Secured the RFP by aligning UX strategy with client goals and showcasing human-centered design value.

- **BP plc. | Senior product designer and Accessibility design lead**
  - Led end-to-end product design, research, and accessibility for the MFE – Pay for Fuel feature in the meinAral App (Germany).
  - Partnered with engineering teams to drive seamless implementation, advocating for design excellence and technical feasibility.

- **Accessibility and Inclusive design leadership at Fjord**
  - Active contributor to the design community, leading an enlightening session that raised awareness and established best practices to embed inclusive, accessibility-first principles, thereby enhancing client engagement and project outcomes.

Deloitte Consulting USI, Mumbai | Visual Design Consultant | (Jun'17 - May'21)

- Led and managed the Visual Design team across multiple projects, overseeing the end-to-end UI design process, including remote user testing and front-end development support.

- Achieved a 95% success rate in converting RFPs into wins, earning multiple awards for creative excellence and impactful contributions.

- Mentored early-career designers, cultivating future leaders to enhance team capability.

Visual Designer | YUJ Designs, Pune | (Jan'17 - May'17)

Visual Designer | Think Design Collaborative Pvt. Ltd., Hyderabad | (Aug'15 - Dec'16)

TOOLS

Sketch, Figma, Mural, Optimal Workshop, Invision, After Effects, Adobe Photoshop, Principle, Adobe Illustrator, Zeplin, DevOps, Jira, Contentful CMS

TECHNICAL SKILLS

UX research, UX, User interface, User journey & flow mapping, Guerrilla research, Research, Wire framing, Low & High fidelity prototype, Visual design, Design systems & library management, Design QA, WCAG Compliance, Data driven design

CERTIFICATIONS

Royal College of Arts - Design for Good, Practitioner

Interaction design foundation

- Accessibility : How to Design for All
- Conducting Usability Testing
- User Experience - The Beginner's Guide

DOMAIN EXPERIENCE

Oil and Gas, Healthcare, SAMD, Enterprise, Global Public Sector, Retail Banking/ Finance, e-Commerce, Industrial, TMT - Technology, Media and Telecom, Investment Management.

EDUCATION

NIFT, Hyderabad
(2011 - 2015)
Bachelor's in Communication Design