Bhavika Garg

A UX and brand designer focused on solving problems and designing for simplicity.

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Experience

Accenture - User Experience Designer   AUGUST 2023 TO PRESENT

- Co-led Mondi Group's storefront redesign, enhancing user experience by refining information architecture, streamlining navigation and improving product clarity. Strengthened business alignment, and scalability through reusable components built on atomic design principles—projected to increase conversions by ~65%.

- Drove design for the Bharatgas vending machine, optimizing usability and task efficiency. The design was also highlighted at India Energy Week 2025, India's premier energy event, gaining visibility among 70,000+ energy professionals from 120+ countries.

- Conducted UX audits for Trafigura, Mumbai Indians, and Bank of Baroda using end-to-end digital CX mapping, competitor benchmarking, and heuristic principles to provide actionable recommendations that significantly enhanced functionality, user experience, and engagement.

- Contributed to projects for Google, Unilever, and BPCL delivering innovative, user-centric design solutions across diverse projects, imapcting users across industries.

- Fostered a positive and collaborative studio culture by leading and organising interactive workshops, engaging team-building initiatives, and studio events—enhancing interaction and cross-team collaboration.

Design Brew - Visual Designer   JANUARY 2023 TO JULY 2023

- Co-led the large-scale brand refresh and user experience enhancement for Play Arena, a popular entertainment destination in Bangalore. Drove end-to-end research, analysis, brand strategy, brand architecture, and design; increasing customer footfall by ~70%.

Landor - Visual Design Intern   JUNE 2022 TO SEPTEMBER 2022

- Collaborated on brand, design and packaging for leading brands like Parachute and Mahindra.

- Redesigned the brand identity and packaging for Pip's, a snack brand, driving a 250% increase in sales.

Contract: Harbour 9 - Visual Designer   MAY 2021 TO JULY 2021

- Co-developed a comprehensive brand identity for Harbour 9, a men's clothing brand recognized in Vogue India. Designed a custom typeface, Harbour, and crafted cohesive packaging applications to strengthen brand consistency and visual impact.

Skills and Software

Research and Analysis ▪ Problem Identification and Solving ▪ Strategy and Conceptualisation ▪ Storytelling and Narratives ▪ UX/ UI, Brand and Motion Design ▪ Adobe Creative Cloud ▪ Figma ▪ Blender

Education

UID, Gandhinagar | B.Des: First Class with Distinction in Visual Communication Design (2019 - 2023)

R.N. Podar School, Mumbai: 12th Grade - PCM, 96% (2018 - 2019) ▪ 10th Grade, 97.4% (2016 - 2017)