



Kaushiki Baheti

www.kaushikibcreative.com

UX Design | Product | Strategy

EDUCATION

HCI & UX Design

IIT Guwahati, India

Bachelors Of Design

S.A.E. Institute, Australia

Dubai

Raffles Institute Singapore

International Baccalaureate

The International School

Bangalore (TISB)

AWARDS

Vcreatek:

Employee Of The
Quarter

2021, 2022

Employee Of The
Year

2021, 2022

Contributions Recognised
As UX Designer In DTO
Global Townhall

2022,2023

Winner :MBC Hack, Dubai
Lynx, Largest Creative
Festival In MENA Region

2019

Runners Up: Innovative
Glassware Award, Luminarc
MENA Region

2019

WORK EXPERIENCE

● VCreatek Consulting Services 2021- 2023

Senior UX Consultant – Johnson & Johnson

-Collaborated with J&J, a prominent VCreatek Consulting client, to design architecture and visual interfaces for 20+ complex data product dashboards, serving 400-800+ users across various stakeholder levels.

-Led Design Thinking initiatives, conducting user research with 30+ senior leaders and directors across 20 countries to align stakeholders through interviews and demonstrate proficiency in understanding core business needs.

-Partnered with cross-functional teams of analysts, product owners, and developers, taking a lead role in the UX design aspect for 20+ projects.

-Redesigned 5+ projects, resulting in a 60% enhancement in user experience for data valued at \$10 million, catering to 3+ levels of stakeholders.

- Crafted brand identity designs and business collateral for Johnson & Johnson's International Data Science Lab, serving 100+ global employees.

- Oversaw end-to-end brand creation for the Customer Value Delivery Team, encompassing 200+ global members.

● Design Team Lead- VCreatek Services

- Supervised and mentored a team of 5+ designers and interns in UX, UI, and graphic design.

- Spearheaded the creation of 20+ design collaterals, including business cards, letterheads, employee ID cards, and the company emblem for 300 employees.

- Promoted to join the exclusive 12-member leadership team out of 300 employees for exceptional leadership skills.

- Established design standards for 10+ in-house collaterals, covering social media, in-house events, digital, and print advertisements.

- Conceptualized and executed end-to-end design, architecture, and content for the company's monthly newsletters, reaching 250+ individuals.

- Achieved a 70% increase in employee engagement through enhanced communication and interaction, based on internal surveys.

- Managed 20+ client projects in brand strategy and UX design across healthcare, mobility, and analytics sectors.

- Designed and presented 30 case studies for supply chain projects, effectively showcasing our capabilities to VPs and senior stakeholders.

- Incubated the design and brand identity for "ChauffhER," overseeing design elements for 40+ cars, uniforms, and marketing collateral, elevating the company's brand presence.

- Led the redesign of the company website, resulting in a 50% increase in online presence within two years, comprising 20+ screens.

CO-CURRICULARS

Vice President Public Relations, Pune NE Toastmasters Club

Won best speaker award for several speeches, & successfully completed duties for the elected position.

Mindvalley University Tallinn, Estonia

Participated In The Global Program delving into transformative parallel education focused on personal growth.

POSH Committee Member

Part Of The Prevention Of Sexual Harassment Committee Representing 90 Women

Image Management Professionals Association (IMPA)

An active member of the largest & primary association of image management professionals in the Indian sub-continent.

CONTACT

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- **Arcab Mobility Services** 2020–2021
Graphic Designer & Brand Strategist
 - Led Brand Development and Design Strategy for the company leading to a 50% surge in brand presence within six months. Successfully executed 30+ post designs on minimal budgets.
 - Work was recognized by The Roads & Transportation Authority, RTA of Dubai, UAE.
- **PRAXIS Advertising Agency** 2019–2020
Graphic Designer
 - Managed social media content strategy and post execution for a prominent radio brand with 110K+ followers and listeners, resulting in a 40% increase in interaction for 50 posts.
 - Conceptualized photo shoots for 5+ clients and 20+ bespoke mass media collaterals for print and digital media
- **Zomato, MENA Region** 2019
UI Design Intern
 - Designed 200+ brand tiles for the Zomato app in the MENA region (15 cities), reaching a customer base of 5,000+. Collaborated with the art director to increase sign-ups by 30% 2 months through redesigned templates and themes
- **LIV Digital Lifestyle Bank, ENBD** 2018
Visual Design Intern
 - Revamped Customer Communications and Merchandise:
 - Redesigned the welcome letter distributed to 370,000 customers in the MENA region.
 - Designed the UI for 5 screens of the chatbot system "Olivia."
 - Created unique merchandise and brand collaterals adopted by 90+ team members and highly appreciated by the CEO.