

Nalin Bhatia | Senior UX/Product Designer

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ABOUT

Senior UX/Product Designer with **7+ years** of experience driving measurable impact in large-scale digital transformations — having rich background in US-based **product as well as service companies** across several **B2B & B2C domains** in healthcare, real estate, fintech and education. Passionate about integrating **AI tools** to enhance design processes.

EDUCATION

Master of Science in Information: Human-Computer Interaction (HCI) - University of Michigan, Ann Arbor
Ann Arbor, Michigan, United States | *Aug 2016 - Dec 2018*

EXPERIENCE

Senior User Experience Designer - GetInsured by Vimo, Inc.

Remote | *May 2025 - Present*

- Design best-in-class web & mobile user experiences for GetInsured's **B2C SaaS marketplace** — *the “Expedia” of healthcare* — serving **2 million+ US consumers** seeking health & dental coverage.
- **Product areas:** Enrollment & shopping for US health & dental marketplace, Medicaid coverage & Child care exchange.
- Own end-to-end product design processes, from **ideation** to **visual design** to **user testing** in collaboration with Product, Engineering and stakeholders. Lead design workshops/sessions to streamline design and handoff process.
- Champion adoption of **AI-powered design tools** (V0.dev, Bolt, Chromatic) to accelerate audits, usability tests, and stakeholder reviews.

Lead User Experience Designer - SVAM International, Inc.

Great Neck, New York | *February 2023 - May 2025*

- Led design for **NYC Public School's** \$15M initiative to digitize meal management across 2,000+ schools serving 1M+ meals daily. Delivered a **Back-of-House (BOH) Application** with **100+ responsive** screens & interactive prototypes. Conducted **17 contextual interviews** and **34 user-testing sessions** with school staff to guide design decisions.
- Digitized and streamlined manual processes of placing homeless New Yorkers in affordable housing units through **Homeless Placement System (HPS) Application** for **New York City Govt.**
- Collaborate in a cross-functional team with Engineering, Product & client stakeholders to drive business goals & product strategy. Present designs and articulate design decisions to leadership.
- Set up **scalable Figma-based design systems, standards & style-guides** ensuring WCAG-compliant standards for each project.
- Built and mentored a new in-house design team, instituted regular design reviews, and cultivated a UX-driven culture within a service-focused organization. Also, demonstrating the value of UX to clients and internal digital products.

Product Designer - Clear Capital, Inc.

Roseville, California | *February 2020 - February 2023*

- Led end-to-end design for **SaaS enterprise & B2B financial products** for the US real-estate valuation & mortgage industry. Collaborated across various levels & functions including the CTO, Engineering and Product.
- Led design for **Property Data Collection** - a web platform to analyze Property Collection Data optimizing the appraisal process replacing **40+ page PDF** workflows. Reduced appraisal & review time by **over 50%**.
- Designed key features for **Clear Collateral Platform** improving order management and reporting for major clients (Wells Fargo, Chase, GRate). Resulted in **35% faster** appraisal turn times and higher client retention.
- Reimagined **Cubicasa's** (a subsidiary) Floor Plan Editor, mobile app features and built design system from scratch.

Product Designer - Healthcare Systems & Technologies, LLC

San Francisco Bay Area, California | *March 2019 - February 2020*

- Owned product design for **HST's eChart**, a health charting software used by **10K+ clinicians** at **86** surgical centers across the US.
- Redesigned multiple features for Physicians & Anesthesiologists reducing task times by **over 50%**. Designed mobile-based **HST Patient Portal** cutting full-time equivalent costs for surgical centers by **\$50/hour**.

UX Designer (Intern) - 21st Century Fox: Fox Networks Group

Los Angeles, California | *June 2018 - August 2018*

- Enhanced user experience and visual design of key features on Fox's Ad Sales platform through Contextual Inquiry and user-testing sessions.
- Developed a UX strategy and best practices guide for Fox's enterprise products for use by the Product and Engineering teams.

SKILLS

- **Toolkit:** Figma, Sketch, Framer, Adobe Creative Suite, Axure, UserTesting, HTML/CSS, MS Suite, Material Design.
- **AI:** V0.dev, Lovable, Bolt, UX Pilot, Galileo.ai, ChatGPT.
- **UX Methods:** Interaction Design, Wireframes, Design Systems, Responsive Design, Rapid Prototyping, Competitive Analysis, User Research, Usability Testing
- **Specialize In:** Enterprise UX, FinTech, Complex Datasets, Systems Thinking, Visual Design, B2B and B2C SaaS.

PUBLICATIONS

Litebox: Design for Adult Literacy - ACM CHI 2018.

Montréal, QC | *April 2018*

Finalist for **top 12 design entries worldwide** to present a mobile experience that assists adults with limited learning abilities in reading tasks and provides tools for long-term learning. Link: <https://dl.acm.org/doi/10.1145/3170427.3180654>

Design of a Cost-Effective, Modular, and Energy-Efficient Home - Harvest Energy Solutions

Ann Arbor, Michigan | *December 2018*

Designed an affordable energy-efficient container home **priced under \$50,000** for low-income communities for Harvest Energy Solutions - a Michigan based company. Link: <https://hdl.handle.net/2027.42/146736>