

# Harshvardhan Agarwal

Product Designer

Product designer based in India with a flair for research and problem solving

## Work Experience

### Setu | Product Design Intern

February 2025 - Present

- Modernized legacy UI components of Bharat Bill Payment System(BBPS) flow for Customer Operating Unit (COU) to improve design system consistency and future scalability.
- Developed technical documentation for a new Setu product release, writing and structuring content to ensure clarity and usability.

### Avalon Scenes | Product Design Intern

December 2022 - April 2023

- Designed core UX features, including the weekly leaderboard, post/poll creation flow, and tag/hashtag system, to drive user engagement.
- Revamped user profiles, enhancing customization options and profile visibility through iterative prototyping.

### Dive | Product Design Intern

January 2022 - March 2022

- Collaborated closely with an engineer to conceptualize, design, and prototype the 'Word Pirate' game, defining gameplay mechanics and creating engaging UI elements.
- Leveraged game KPIs and user metrics to guide targeted design revamps, enhancing the user experience of existing games on the platform.

## Selected Projects

### takeUForward | Freelance Project


December 2023 - January 2024

- Designed and optimized core user flows and the overall user experience for the takeUForward Plus subscription platform.
- Improved website navigation structure for enhancing content discoverability and readability.
- Design improvements correlated with a significant increase in user traffic (3.5M+ visitors) and 100k+ new user registrations within the first week post-launch.

## Details

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## Education

**Vellore Institute of Technology, Vellore**

M.Tech Integrated (2020-2025)

Computer Science and Engineering

## Awards & Honors

**Zenigma Designathon by IIT Roorkee**

Runner-up (February 2024)

**Women Techies by GDSC VIT, Vellore**

Best UI/ UX (April 2022)

## Skills

### Design

Information Architecture, Brainstorming, Wire-framing, Concept Design, Visual Design, Ideation, Usability Testing, Design Documentation, Psychology, UX Writing, Design System,

### Research

User Interviews, Surveys, User Flows, Secondary Research, Design Thinking, Competitive Analysis, Usability Testing

### Tools

Figma, Webflow, Framer, Notion, Jitter, Rive