

TANVI JANANI

Senior Product Designer

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OBJECTIVE:

User-centered product designer with 10+ years of experience designing for people. I create intuitive, inclusive digital experiences that simplify complexity and drive impact at scale. With a passion for connecting design strategy, research, and storytelling, I build products that empower professionals, foster community, and align seamlessly with business goals—driven by purpose, not just pixels.

SKILLS:

UX/UI Design:

User Research · Usability Testing · Wireframing · Prototyping · Interaction Design · Visual Design · Information Architecture · Customer Journey Mapping · Storyboarding · User Flows · Accessibility (WCAG) · Prompt Engineering (Chat GPT)

Tools:

Figma · FigJam · Adobe Creative Suite (Photoshop, Illustrator) · Miro · UserTesting.com · Jira · Confluence · Framer · Galileo UI · Airtable

Design Systems & Framework:

Material Design · Human Interface Guidelines (iOS) · Responsive Web Design · Mobile-first Design

Tech Skills

HTML · CSS · GitHub

WORK EXPERIENCE:

Senior Digital Experience Designer / CVS Health

September 2022 – Present

- Led the end-to-end product design lifecycle for high-impact features across web and mobile, aligning user insights, business goals, and platform standards to elevate the pharmacy checkout experience.
- Created scalable design systems that enforced visual consistency and elevated usability across interconnected features—supporting rapid iteration and cross-team collaboration.
- Simplified complex flows, such as real-time cost transparency and loyalty memberships, into

clear, intuitive interactions that met accessibility and engagement standards Effectively communicated design rationale to cross-functional teams and executives using storytelling, sketches, and interactive prototypes, driving alignment and buy-in.

- Navigated ambiguity by proactively gathering user insights, scoping MVPs, and managing competing priorities in a fast-paced agile environment.

UX Designer / CVS Health

April 2022 – September 2022

- Owned the design of a confidential, enterprise-scale initiative aimed at increasing engagement among 30M digitally connected loyalty members.
- Delivered polished, testable design artifacts including flows, wireframes, and mid-to-high fidelity prototypes in Figma; validated concepts through user testing.
- Partnered with product managers and researchers to translate user and business insights into actionable design opportunities that contributed to long-term roadmap planning

Designer III / Pierre- Yves Rochon, IL

March 2020 – April 2020

- Headed the team in designing 500+ furniture pieces, fixtures & lighting products for a 7-star hotel.
- Fulfilled 100% of the project goals and deadlines by collaborating with cross-functional team & implemented project design scope by space planning, creating detailed furniture drawings & concept development

Designer II / Pierre- Yves Rochon, IL

January 2019– March 2020

- Collaborated with architects, principle designers, technical team & execution team to successfully deliver design projects from concept to hand-over.
- Researched & studied user interaction with furniture products in a hospitality environment.

Senior Designer / Wiseart Design Studio, BOM

January 2019– March 2020

- Designed & executed a 32,500 sq. ft. commercial interior project.
- Decreased spending by 20% by establishing a strong relationship with clients, architects, vendors, suppliers

Experience Designer / Matrika Design Collaborative, BOM

April 2013– July 2016

- Mapped visitor/user journeys that helped in designing a spacious & functional layout for the museum Designed & engineered over 15 display cases that required design solutions with a

technical perspective.

EDUCATION:

User Experience Nano Degree

Udacity

IxDF Certifications

UX Research · Design Thinking · Mobile UX · UX: Beginners Guide · Conducting Usability Testing

Master of Arts in Furniture Design

Savannah College of Art & Design, Savannah, GA

Bachelor of Arts in Psychology

The University of Mumbai, Mumbai

Technical Diploma in Interior Design

L S Raheja College of Architecture, Mumbai