

BHAIRAVI RUPAREL

bruparel@id.iit.edu | Chicago | +14045096779 | LinkedIn | Portfolio

Background

I used to design spaces, but now I design digital products that create meaningful experiences. With a background in interior design and a passion for understanding human behavior, I specialize in crafting intuitive, user-centered designs. By combining creativity, functionality, and interaction design principles, I bridge the gap between user needs and product solutions. My approach is simple: listen to the user, learn from the data, and design user experiences that feel natural, coherent, and, most importantly, useful.

Education

Illinois Institute of Technology, Institute of Design

Masters of Design, Human Computer Interaction

Chicago, Illinois

August 2023 - May 2025

- Treasurer, Institute of Design Student Association

NMIMS University

Bachelors of Interior Environment and Design

Mumbai, India

July 2019 - May 2022

- Received honorable mention for demonstrating exemplary performance

Experience

Illinois Institute of Technology

Research Assistant

Chicago, Illinois

November 2024 - Present

- Conducted user research through 20 interviews with university faculty and staff to identify gaps in community engagement practices, designed qualitative analysis tools, synthesized, and distilled insights using system diagrams. Led a workshop to share findings with the Community Engagement Council.
- Coordinated and documented stakeholder meetings to facilitate collaboration and clear communication, developed detailed reports with actionable insights for the Community Engagement Council.

Projects

- Designed and prototyped an intuitive user interfaces for United Airlines' group boarding process, using intercepts and contextual inquiry to identify pain points. Applied design system principles for consistency and scalability, and validated mockups through 8 user testing sessions, improving the experience for both agents and passengers.
- Conducted user research and market analysis to design a new residential water filter product for a food safety company through user stories. Conducted 10 user interviews, analyzed trends, studying 8 competitors, and prototyping solutions. Validated the design with 10 usability tests to refine the product.
- Created and refined user flows, prototypes, and wireframes based on user feedback and iterative testing, resulting in a validated design through 5 usability tests. This solution helped users make informed decisions between traditional employment and entrepreneurship.

Anand Patel Architects

Junior Interior Designer

Mumbai, India

September 2022 - June 2023

- Navigated the challenges of stakeholder management and ensured the timely delivery of a 2,000 sq. ft. residential apartment by designing digital models to enhance client visualization and spatial understanding.
- Successfully executed 1500 sq. ft. commercial restaurant space, by crafting detailed design visualizations and precise technical drawings tailored to meet stakeholder needs.

Extra Curricular Activities

The Lighthouse Project

Mentor

Mumbai, India

June 2022 - July 2023

- Guided a high school student bi-weekly, offering advice on academics, arts, and sports, and supporting her career growth with hands-on visits to cultural and educational venues.

Skills

- Hard skills : User testing - Prototyping - Wireframing - Product Design - Personas - Data Driven Design - Primary Research - Market Research - Research Analysis - Field Study - Contextual Inquiry - User Journey
- Soft skills : Collaborate - Communication - User Advocacy - Critical thinking - Problem Solving - Adaptable - Organized - Time Management

Tools

- Indesign - Mural - Figma - Shapr3d - Illustrator - Photoshop - MS Office - Miro - ZenHub - GitHub - Slack - Sketchup - Rhino - Enscape - AutoCAD