

Bhavika Karcher

Product Design Director

✉ bhavika1204@gmail.com

☎ 281.217.0019

📍 Santa Barbara, CA

Transcarent 2021–Present

Head of Design | Product Design Director | Founding Designer

Product Design

- Built out the core user experience across web and mobile app, launched June 2021 and helped grow to 50K+ activated members
- Led the design work for five zero-to-one care experiences including the Pharmacy Care experience, the Behavioral Health experience in collaboration with Spring Health, and the Surgery Care experience

Head of Design

- Hired 8 designers to join the product design team with 90% retention
- Mentored and led the product design team including promoting 4 designers to senior, lead, and managers
- Built out both design and product operations to create efficiencies within the team, with a focus on maximizing designer productivity

Cross-company initiatives

- Built out a new pricing tool to standardize Transcarent packages in collaboration with executive leadership and sales to enhance commercial tracking, launched July 2024
- Built custom and standard sales demos that helped close deals for some of Transcarent's largest clients: Evernorth, Whirlpool, SAG-Afra
- Worked with Marketing on multiple initiatives including a redesign of the Transcarent brand, marketing website, and web and mobile apps to increase member activations by over 25%
- Worked with Transcarent legal team on contract negotiations with partners/vendors for data and user experience requirements

Procore 2018–2021

Senior UX Manager | Principal Designer

Design Operations

- Built out the entire new division for design operations at Procore which included building process to account for the team growing from 20 designers onsite in one location to over 60 designers working remote across the US
- Recruited and led a team of 5 to work on the systems & processes, communication & logistics, and department & culture within the dept.
- Standardized processes including
 - Procore Design Process with input and approval from IC designers
 - The tripod (product, engineering, and design) roles and responsibilities with buy-in from all 3 heads of departments

Visualizing the Company's North Star

- Transitioned to the design team's first Principal Designer and defined the role for department
- Worked with product and technology leadership to lead and visualize the company strategy into actionable project plans
- Recruited and led product and design with prototypes and "starter kits" explaining the new company direction including a proposed new permissions model and connected marketplace
- Presented at multiple company roadshows with VPs of Product and the VP of Strategy & Execution

Portfolio

<http://www.bhavikakarcher.com>

[LinkedIn Profile](#)

Education

Master of Fine Arts in Design Management

Savannah College of Art & Design
Summa Cum Laude

Bachelor of Environmental Design, Architecture

Texas A&M University
Magna Cum Laude

Strengths

Leadership

Over 10 years of leadership experience including mentoring, hiring, promoting, and building team processes from scratch.

Working 0 to 1

Over 6 years working in fast-paced environments building out high-quality experiences within tight constraints and tight deadlines either as the lead designer or mentoring other designers.

Operations

Over 6 years building out processes for Design, Product, and Engineering to create efficiencies and improve cross-team and product communication.

Defining the vision

Over 8 years experience working with executive leadership or c-suite to identify and execute against a company vision.

Procore continued 2018-2019

UX Manager

Global Customer Experience (Platform) UX Manager

- Manager and leader for the 8 designers on the platform squads which included permissions, login and onboarding, client reporting and dashboards, custom and configurable fields, and mobile experience
- Strategized with my Product and Engineering director counterparts on the north star and dependencies of projects for all platform squads
- Mentored designers within my team and on the design system team
- Built out a new design leveling guideline and led the work for design operations prior to the design ops program being built
- Advocated for, got approval, hired and managed a new UX content team prior to hiring the Manager of UX content

IBM 2015-2018

Design Manager

Watson Data Platform (now [watson.x](#))

- Led a team of UX designers, researchers, visual designers, and front-end developers to design and prototype integration components across IBM's Watson Data Platform
- Managed 10 designers across 4 product teams in working with engineering and offering management (product) to create new services within a unified platform for data and analytics
- Strategized with my counterpart VPs in offering management (product) on the kickoff and initial build of IBM's [Data Catalog](#), [Data Governance](#), Admin Console, and UX integration components and design system
- Mentored designers on relationship management and working with engineering teams across Canada, India, and Japan

Design Lead

IBM Graph - retired product

- Led a team of UX designers, researchers, visual designers, and front-end developers to design and build a user interface for the IBM graph-a graph database. We worked in close collaboration with offering management (product), content designers, and engineering to launch IBM Graph from beta to full release.
- Created the goals, personas, and user flows to outlined the roadmap and strategy for the product.
- Led and facilitated multiple design sessions with engineering (including Distinguished Engineers) and offering management (product) to identify the V1 build
- Helped craft designs and prototypes to facilitate development

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Skills

User Experience

Design strategy, design thinking, design research, strategic facilitation, information architecture, UX/UI, branding, wireframing, sketching, prototyping

Software

Figma and FigJam, Confluence, Jira, Miro, Adobe Creative Suite, G Suite, Microsoft Office, Apple iWork, Sketch, Zeplin, Basic CSS/HTML, Github, Zenhub, Slack, Zoom

Other

- Over 10 years of design mentorship
- Consultant for startups on how to hire their first designer and/or advise on the right design consultancy