

# Deepa Bharadwaj

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## EDUCATION

### STANFORD GRADUATE SCHOOL OF BUSINESS

Masters of Business Administration Candidate

Stanford, CA

2024-2026

### UNIVERSITY OF MICHIGAN

Masters in Architecture, with Distinction (3.86/4.0)

Ann Arbor, MI

2016-2018

- Awarded the Wheeler Memorial Scholarship, top 10% of cohort
- Graduate Student Instructor for Structural Engineering, taught a section of 40 undergraduate students over one semester

## PROFESSIONAL EXPERIENCE

### STEELCASE, Digital Innovation Lab

San Francisco, CA

*Founding member of Steelcase's Digital Innovation Lab, leading 100+ year-old company's strategic transition from physical products to digital customer experiences post-pandemic. Spearheaded integration of emerging technologies driving \$150M increase in revenue.*

#### Product Manager

Jul 2023 – Aug 2024

- Drove 0 to 1 development of an industry-first AI-powered Application Configurator that enabled customers to customize furniture arrangements directly on web and mobile, transforming the online consumer experience.
- Spearheaded Configurator MVP pilot across Americas, achieved 2k+ user adoption in 3 months with 90% user satisfaction.
- Identified and executed on new features using pilot engagement data, increasing user engagement by 25%.
- Led product roadmap and execution of a 22-member cross-functional team across Engineering, Design, Sales and Marketing to launch the [Application Configurator](#) on Steelcase.com. Configurator drove \$100-\$150M increase in annual sales revenue.
- Partnered with CTO and VP of Digital Experiences to lead Steelcase's digital transformation, integrating emerging technologies that enhanced user experiences and increased revenue in B2B customer segment.
- Discovered strategic technology partnerships through market research and competitive analysis. Launched collaborations with three external companies, influencing product development through insights presented in monthly executive reviews.
- Launched a suite of digital products to increase customer engagement, including a personalized task chair recommendation platform and a customer service AI chatbot that boosted sales team efficiency by 40%.

#### Senior UX Designer

Jul 2021 – Jul 2023

- Prioritized features for B2B customer segment by conducting 50+ user interviews and discovery workshops.
- Led UX design for Application Configurator, partnering with BrandComm and Engineering to develop intuitive user interfaces that boosted user satisfaction by 30% and reduced furniture configuration time by 40%.
- Facilitated 10+ workshops with Fortune 50 customers (Microsoft, Google), translating feedback into actionable product and feature recommendations for 5-year product roadmap.
- Established global UX/UI design practice, connecting 10+ siloed designers and standardized Figma as the primary design tool, streamlining workflows and improving collaboration and efficiency between teams by 60%.
- Transformed company's UX/UI practice, awarded CEO Special Recognition for global impact driven through this initiative.

### SOLOMON CORDWELL BUENZ

San Francisco, CA

#### Designer II

Jan 2020 – Jul 2021

- Delivered \$19M Oakland and \$5M Hawaii high-rise residential buildings, collaborating cross-functionally with engineers.
- Integrated 3D modeling tools into project development to enhance building visualization and facilitate stakeholder alignment.

### ARCADIS

Chicago, IL

#### Designer I

Jul 2018 – Dec 2019

- Designed 2 high rise mixed-use buildings in Chicago, utilized 3D modeling and AR/VR technologies for project visualization.
- Established digital rendering team for quicker renderings; decreased rendering budget by 75%, cut turnaround time by 30%.

## VOLUNTEER

### UNIVERSITY OF MICHIGAN

Ann Arbor, MI

#### Panelist/Mentor

Sep 2021 – Present

- Recurring panelist on UofM alumni talks, mentoring incoming architecture students exploring careers in technology.

### CODE FOR SAN JOSE

San Jose, CA

#### UX/UI Designer (Volunteer)

Jan 2021 – Jul 2021

- Designed end-to-end user experience for residents applying for CiviForm- a City of Seattle assistance platform.
- Onboarded 500+ users within the first month of launch, iterated screens resulting in 30% increase in average session duration.

## ADDITIONAL

**Additional Certifications:** UC Berkeley UX/UI Bootcamp, Stanford University Product Management Fundamentals.

**Skills:** Jira, Figma, SQL, Excel, Amplitude, Google Analytics, Tableau, Adobe Creative Suite, Miro, Confluence, Python (beginner)