

TANVI ECHPILANI

PRODUCT & UX DESIGNER

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ABOUT

Multidisciplinary designer transitioning from fashion into Product and UX, with experience in customer experience, brand management, visual merchandising, and managing website projects from concept to launch. Skilled at collaborating with cross-functional teams, translating user and business needs into thoughtful digital experiences, and designing intuitive, user-centered solutions informed by a deep understanding of customer behavior.

SKILLS

Design: UX/UI Design, Design Systems, Wireframing, Prototyping, Inclusive Design, Accessibility (A11y), B2C & B2B Platform Design, Conducting User Research, Dashboard Design, User Flows, Responsive and Mobile-First Design.

Tools: Figma, Photoshop, Illustrator, Microsoft Office.

AI: Prompt engineering, AI-assisted design, Generative AI tools, MCP (Model Context Protocol) integration, AI tool & workflow orchestration.

Strengths: Problem solving & analytical thinking, Process optimisation & efficiency, Leadership, Cross-functional collaboration, Clear communication.

Languages: English, Hindi, French.

WORK EXPERIENCE

Brand Manager | GROG Events & Entertainment

Feb 2025 – Oct 2025 | New Delhi

- Led the creative and branding for events, shaping how each one looked and felt, from social and digital to the on-ground experience.
- Managed a design team and worked directly with clients, keeping everything on brand and seeing it through to the final event.

Visual Merchandising Lead | Pandora

Feb 2023 – Apr 2024 | Vancouver, Canada

- Designed the in-store look across multiple store locations, arranging displays and keeping everything on brand and easy to shop.
- Trained the team on our products and set clear merchandising standards, so each store felt consistent and well put together.

Brand Manager | Growify Digital LLP

Oct 2021 – Apr 2022 | New Delhi

- Worked on websites for brands like: Tarun Tahiliani, Ridhiiee Suuri, Heart up my Sleeves (Shark Tank), Baise Gaba, Sammsara, Safaa, Shruti Sancheti, OMTC NYC, Hemant & Nandita and Dusala.
- Acted as the main point of contact for clients, turning requirements into clear briefs and running website projects end to end, from briefs through final handover.
- Managed a team of professionals working under me, coordinating their work and keeping delivery on track across websites and digital campaigns.

EDUCATION

- **Fashion Marketing Diploma | LaSalle College, Vancouver (2020)**

Dean's Honor Roll · Multiple Semesters Outstanding Achievement Award

- **Fashion Design Diploma | NIFT, New Delhi (2017)**
- **Interior Architecture & Design | Pearl Academy, New Delhi (2016)**

CERTIFICATIONS

- Professional Bootcamp in UX/UI Design | DesignBoat UI/UX School – 2024
- Google UX Design Professional Certificate | Google – 2026
- Google AI Professional Certificate | Google – 2026
- WCAG Compliance: Web Accessibility Best Practices | Coursera – 2026