Ishani Navle

Product Designer

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Charlotte, NC (Open to relocation) | (413)-285-0937 **|** ishaninavle1995@gmail.com **|** https://www.linkedin.com/in/ishani-navle/

• 5+ years of experience as a Product Designer, designing for Desktop, Web, Mobile, and Product Interfaces across different industries, including education, eCommerce, healthcare, service, media and entertainment, and home goods.
• Experience designing consumer interfaces at the intersection of hardware and software and partnering with Industrial designers at Electrolux.
• Advocated or accessible and user-centric design practices, improving digital accessibility by 42%.

EDUCATION

Masters in User Experience and Interaction Design - Thomas Jefferson University   *Philadelphia, PA*
Bachelor of Architecture - University of Pune   *Pune, India*

TOOLS

Figma | Zeplin | Miro | Jira | Sketch | Adobe Creative Suite | InVision | Maze | HTML/CSS understanding.

SKILLS

User Experience Design | Product Design | Interaction Design | Site Architecture | Visual Design | User Research | Data Analysis | Workflows | Interactive Prototypes | User Testing | Storytelling | Wireframes | Prototypes | Journey Maps | Personas | Data Visualization | Rapid Prototyping | Design Systems | Human-Centered Design | Digital Accessibility | Strategic Design Thinking | Cross-functional Collaboration | Web and Mobile Design | A/B Testing | Agile/Scrum Sprints | B2B/B2C | SaaS | Problem Solving | Product Management | Design Sprints.

PROFESSIONAL EXPERIENCE

Interaction Designer - Electrolux Home Goods

September 2021 – February 2024   *Charlotte, NC*

• **End-to-end Design Process** - Participated in and led 5+ zero-to-end complex workflows from concept to launch for Electrolux and Frigidaire interface design, defining the product vision, scope, and roadmap.
• Participated in design reviews, critiques, and reviews.
• **Visual Design** - Developed designs and component library, considering layouts, typography, and other UI elements to enhance user interaction and engagement, and align with brand standards and business goals.
• **Agile Cross-functional Collaboration** - Collaborated with global cross-functional teams of product managers, motion designers, engineers, and others to drive design vision and strategy.
• **Research** – Conducted competitive benchmarking, rapid prototyping, synthesized insights from user interviews, market analysis, focus groups, and usability testing to inform design decisions and product strategy. This enhanced usability by 23%.
• **Design Systems** - Helped develop digital accessibility WCAG -compliant guidelines for the next-generation design system and ensured integration across all designs, expanding the user base by 20%.
• **Accessibility** - Advocated for accessible and inclusive user-centric interface designs, improving user engagement by 42%.
• **Verbal and Written Communication** - Communicated design rationale and iterations to internal stakeholders through presentations and comprehensive documentation in user journeys, wireframes, high-fidelity UI mockups, rapid prototypes, and design specifications.

UX Design Intern - Mindcurrent

July 2021 – September 2021   *Remote*

• Contributed to product vision, strategy, and architecture in alignment with Mindcurrent's overarching goals and developed stress prediction and prevention plugins for SaaS products.
• **Product Design Methodologies** - Conducted extensive user research, employing journey maps, wireframes, and prototypes to identify navigation flow gaps and pain points and translate user stories into functional business requirements.
• **Usability Testing** - Conducted usability tests iteratively to enhance overall usability through an iterative process.

UI/UX Designer - Vien Health

February 2021 – April 2021   *Remote*

• **Web, Desktop, and Mobile Interface Design** - Designed user experience for virtual healthcare services in Africa, focusing on usability and accessibility for web and mobile platforms.
• **Wireframing and Prototyping** - Created user flows, wireframes, UI mockups, and prototypes, ensuring alignment with user needs and project goals for some of the features of the doctor portal and Marketing website.
• **Visual Design** - Contributed to developing a visual style guide and design language to maintain consistency across platforms, including typography, color, layouts, and other UI design elements.
• **Design Iteration** – Participated in design sprints and engaged in iterative design processes to refine and enhance user experiences based on feedback and testing and improved usability by 23%.

UX Design Intern - Apollo DAE. Inc

June 2020 – December 2020   *Remote*

• **Research** - Designed UI assets for a food delivery app, conducting market analysis and user research.
• **Collaboration** - Participated in weekly design critiques and review meetings, fostering a collaborative design process.
• **Prototyping Experiences** - Contributed to creating prototypes to visualize and test design concepts.
• **Information Architecture** - Defined Information Architecture to define the structure and flow of the application.

UX Designer - Felix IT Systems

December 2018 – June 2019   *Remote*

• **Multi-Project Management** - Managed multiple projects simultaneously, ensuring timely delivery and meeting project goals.
• **Handling Complex Projects** - Successfully handled complex projects from concept to implementation, demonstrating adaptability and problem-solving skills.
• **Aligning Design with Business Goals**- Ensured design solutions aligned with business objectives and user needs.

Web Designer - Sadanand Associates

January 2018 – November 2018   *Remote*

• **Web Design** – Improved and refined the interaction and usability of the business website, boosting user retention by 36%.
• Increased conversion rates of essential inquiry forms by 24% through design enhancements.
• Performed usability tests and restructured site maps and user journeys.
• **Hi-Fidelity Prototyping** - Created rapid prototyping mockups, validating interfaces with stakeholders and users.
• **Working in a Loosely Structured Organization** - Adapted to working in a loosely structured organization, demonstrating flexibility and autonomy in project execution.

PROJECTS

Shapes&Tales – LMS and Telecommunication Platform Design for Virtual Education

August 2020 – May 2021   *Philadelphia, PA*

• Designed an LMS and telecommunication platform in 9 months, specifically for kindergarten schools, to facilitate the transition from home to virtual learning.
• **UX Research** - Conducted user research, market analysis, and A/B Testing to understand user needs. Utilized findings and synthesized data to develop Personas, Journey Maps, and Storyboards to present insights to stakeholders.
• **User-Centric Design** - Produced wireframes, workflows, prototypes, and interactive designs for the final product, ensuring user-focused and intuitive products.
• **Iterative Design Process** – Utilized feedback through usability tests to refine designs iteratively and enhance user experience.