

# Ishani Navle

UI/UX Designer

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## SUMMARY

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User Experience Designer with 5 years of diverse industry experience, specializing in UX research, design processes, design systems, and accessibility. Proficient in Figma, Sketch, Adobe XD, and Illustrator, designing across various platforms like desktop, web, mobile applications, desktop, and HMI interfaces. Meticulous in translating complex problems into intuitive consumer experiences by balancing strategy, research, interaction design, and visual design.

## SKILLS

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**Design Software** Figma, Sketch, HTML, CSS, Iconography, Adobe Creative Suite

**Collaboration Tools** Jira, Invision, Miro

**Design Process** User Research, Information Architecture, Wireframes, Workflows, A/B Testing, Journey Maps, Design Systems, Prototypes, Visual Design, Usability Testing and Validation, Adaptive Design

**Soft skills** UI/UX Design, Interaction Design, Agile Methodology, Problem Solving, User-centered Design, W3C Accessibility, Inclusive design, Design Thinking, B2B, B2C, Human-Computer Interaction, Leadership

## EXPERIENCE

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### Interaction Designer

Electrolux Home Goods

Sep '21 — Feb '24  
Charlotte, United States

- Led end-to-end design processes across multiple projects from conception till launch for Electrolux and Frigidaire hardware interface design, defining product strategy, vision, and scope.
- Developed UI and visual design, focusing on color, layouts, and typography to align with business standards.
- Collaborated with cross-functional teams, partnering with product, design, engineering, research, and marketing to drive design strategy and meet business needs.
- Enhanced usability by 23% by conducting user research, and synthesizing insights from user interviews and user feedback, A/B testing, and usability testing to inform and validate design decisions and product strategy.
- Expanded user base by 20% by developing digital accessibility WCAG-compliant guidelines for the next-generation design system and ensuring integration across all designs.
- Improved user engagement by 42% by implementing accessible and inclusive user-centric interface design principles.
- Streamlined communication by presenting and articulating design rationale and iterations to internal stakeholders by creating documentation such as flow diagrams, wireframes, interactive prototypes, high-fidelity mockups, and design specifications using tools like Jira.

### UX Design Intern

MindCurrent

Jul '21 — Sep '21  
Beaverton, United States

- Improved employee efficiency by 35% by developing stress prediction and prevention plugins for SaaS products, contributing to product vision, strategy, and architecture.
- Conducted extensive user research using journey maps, wireframes, and prototypes to identify navigation flow gaps and pain points, translating user stories into functional business requirements.
- Conducted usability tests iteratively to enhance overall usability.

### UI/UX Designer

Vien Health

Feb '21 — Apr '21  
Dallas, United States

- Designed user experiences for virtual healthcare services in Africa, ensuring usability and accessibility for web and mobile platforms.
- Created user flows, wireframes, UI mockups, and prototypes using tools like Figma, ensuring alignment with user needs and project goals for the doctor portal and marketing website.
- Developed a visual style guide and design language to maintain consistency across platforms, including typography, color, layouts, and other UI design elements.
- Improved usability by 23% by refining and enhancing user experiences based on feedback and testing from design sprints.

### UX Design Intern

Apollo DAE, Inc.

Jun '20 — Dec '20  
Fort Collins, United States

- Designed UI assets for a food delivery app by conducting market analysis and user research.
- Participated in weekly design critiques and review meetings, fostering a collaborative design process.
- Contributed to creating prototypes using Figma and Adobe XD to visualize and test design concepts.
- Defined information architecture and the structure and flow of the application, enhancing user navigation and experience.

## Web Designer

Jan '18 — Nov '18

Sadanand Associates

Pune, India

- Boosted user retention by 36% by solving usability issues and refining the UI of the business website.
- Increased conversion rates of essential inquiry forms by 24% by redefining micro-interactions.
- Performed usability tests and restructured site maps and user journeys, leading to a more intuitive navigation experience.
- Created rapid prototyping mockups, validating interfaces with stakeholders and users
- Adapted to working in a loosely structured organization by independently managing projects and adjusting to changing requirements.

## EDUCATION

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**Masters in User Experience and Interaction Design**, Thomas Jefferson University

Philadelphia, United States

**Bachelor of Architecture**, University of Pune

Pune, India

## PROJECTS

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Shapes&Tales, LMS and Telecommunication Platform for Virtual Education [Link](#)

- Designed an LMS and telecommunication platform in 9 months, specifically for kindergarten schools, to facilitate the transition from home to virtual learning.
- 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.
- Produced wireframes, workflows, prototypes, and interactive designs for the final product, ensuring user-focused and intuitive products.
- Utilized feedback through usability tests to refine designs iteratively and enhance user experience.

## INDUSTRIES WORKED FOR

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eCommerce

Home Appliances

Healthcare

SaaS