

Karishma Mehta

Interaction & Interface Designer

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Experience

TCS Pace Port at Cornell Tech, New York

UX Designer, March 2022 - Present
McDonald's:

- Designed a **B2B portal** for restaurants to **check** for farm stock & **inventories**. This involved **understanding** the **domain, personas** & creating an efficient **data-driven interface**.
- Remotely **collaborated** with a **global team** while working **as the designer** supporting **engineers & clients**.

Bed Bath & Beyond:

- Designed **80+ screens** for the registry feature's **end-to-end user journey**, from ideation to prototyping, to user testing & final production.
- Streamlined existing components & **style guides** to **build a new design system**.
- Worked directly** with the **EVP & VP** while rapid prototyping & iterating for the new dashboard.
- Conducted **A/B testing** to compare different designs.
- Collaborated** with **cross-functional teams** & designers to **seek feedback** & ensure **deliverables align**.
- Tailored** Bed Bath & Beyond's content to create **new screens** for Buy Buy Baby (BBB's baby brand) that would **target a different audience**.

Dentsu, Mumbai

UX Designer, Oct 2021 - March 2022
Picsniff :

- Utilized the **user-created design** to determine relevant **pain points, define problems & craft solution**
- Lead the **card sorting activity** to arrive at a new IA.
- Designed **mid/high-fidelity** prototypes using **Figma**.

Zeux Innovation, Mumbai

UX Designer, May 2021 - Aug 2021
Art of Living:

- Lead the **competitive benchmarking** process to seek inspiration for the website redesign - understanding the IA, visual design, interaction & content.
- Researched **atomic design** & libraries, like **Material Design** for curating a new design system.

Education

INFORMATION EXPERIENCE DESIGN, MSc

Pratt Institute, New York ; Awarded May 2021
GPA: 3.9

STRATEGIC DESIGN & MANAGEMENT, BBA

Parsons School of Design, New York ; Awarded 2018
GPA: 3.6

Skills

SOFTWARE

Figma
XD
Photoshop
Illustrator
Premiere

TESTING

Heuristic Evaluations
A/B Testing
Guerilla Testing
Moderated Testing
Remote Testing

DESIGN

User Interface
Visual Communication
Sketching
Storyboarding
User Flows
Wireframes
Mockups
Rapid Prototyping
High Fidelity Prototyping

RESEARCH

Qualitative
Quantitative
User Personas
Journey Maps
Competitive Study
Info Architecture
Card Sorting
Tree Testing
Site Mapping

Languages

English, AI French, Hindi

