

# Trisha Khandelwal - Product Designer | Systems Thinking

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## Summary

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Product Designer with 5+ years of experience shaping end-to-end digital experiences across AI, e-commerce, B2B/B2C, and public sector platforms. Known for building scalable design systems, leading mobile-first strategy, and driving measurable impact through deep research, UX leadership, and cross-functional collaboration.

## Work Experience

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**Nyra - B2B/B2C, E-Commerce**

**Feb 2025 - Present**

*Lead Product Designer*

*New York*

- Led the end-to-end product design across mobile and desktop, including onboarding, product discovery, filters, PDPs, and checkout flow, resulting in a 65% increase in task completion and a 30% drop in cart abandonment.
- Built and implemented a scalable design system on Figma with UI components aligned with brand identity; partnered with engineering, marketing, and growth teams to ensure high-quality implementation, cohesive branding, and timely delivery of new features across mobile and web, improving design consistency and team collaboration.
- Conducted generative and evaluative research, including user interviews, usability testing, and behavior analysis; translated findings into actionable insights to drive feature adoption and conversion.

**Center for Digital Experiences - B2B/B2C, UX Consultancy**

**Jan 2023 - Jan 2025**

*Product Designer*

*New York*

- Designed and shipped end-to-end product solutions across nonprofit, public, and consumer sectors, with a focus on usability, accessibility, and scalable systems for mobile and web platforms.
- Drove strategic product improvements by leading UX research, product scoping, interaction design, prototyping, and dev handoff in agile environments.
- Collaborated cross-functionally with stakeholders to define KPIs, align on business goals, and lead iterative design processes that delivered high-impact user experiences.
- **New York Public Library** (Public, Government): Built a robust, scalable design system published on Figma Community and documented on Zeroheight; reduced dev handoff time by 30%. Led accessibility audits and WCAG remediation, cutting critical errors by 45%.
- **One Degree Impact** (B2B EdTech & Grant Consulting): Reimagined the full membership platform experience, including onboarding, tier customization, and engagement dashboards; achieved 97.5% task success rate in usability testing.
- **Words Without Borders** (B2C Media & Publishing): Led mobile product redesign by combining qualitative and quantitative research, including analytics, Hotjar, and Tobii eye-tracking. Revamped IA and translation tools, increasing mobile engagement by 40%.
- **Neighborbrite** (B2C Consumer AI – Landscaping): Optimized onboarding and customization flows with progressive disclosure and contextual UI patterns, resulting in a 40% increase in satisfaction and a 25% boost in feature adoption.

**SkillsPe - B2C, EdTech & Mobile Gaming**

**Jan 2021 - Dec 2022**

*Lead Product Designer*

*India*

- Led the end-to-end iOS app design, including onboarding, challenges, quizzes, bidding flows and leaderboard experiences, driving a 20% increase in user retention and earning a 95% App Store rating.
- Created detailed interaction models and usability flows to support reward-based engagement; conducted iterative usability testing with over 50 participants to refine game mechanics, reduce cognitive load, and boost session time.

**Adecon - B2C, Digital Solutions**

**Jan 2019 - Dec 2020**

*Lead Product Designer*

*India*

- Led product design for multiple responsive web platforms, focusing on 0 to 1 features, accessibility, and scalable UI.
- Designed internal dashboards and operational tools to support client workflows; collaborated with stakeholders to translate business requirements into user-friendly solutions, boosting engagement by 65%.

## Education

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**Pratt Institute - Master of Science, Human Computer Interaction**

**Jan 2023 - Jan 2025**

**Nagpur University - Bachelor of Architecture**

**Aug 2010 - Jun 2015**

## Key Skills

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- **Design Expertise:** User Experience Design, Product Design, User Interface Design, User Research, Mixed-Method Research, Usability Testing, Surveys, Interviews, A/B Testing, Information Architecture, Heuristic Evaluation, Eye-Tracking, Heatmaps, Journey Mapping, Wireframing, Prototyping, Persona Development, Interaction Design, Visual Design, WCAG Standards
- **Tools & Technologies:** Figma, Figma Make, UX Pilot AI, Lovable, Bolt, Adobe XD, Google Analytics, Eye-Tracking Tools, Miro, Sketch, Hotjar, Tobii Pro Lab, Midjourney, Cursor
- **Leadership & Strategy:** Design Leadership, Cross-Functional Team Management, Design Strategy, Product Design Roadmaps
- **Business Impact:** Data-Driven Design, Design Thinking, Stakeholder Collaboration, Agile Methodologies