KRITI GOHIL

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SUMMARY

Versatile Product and UX Designer with over 4 years of experience in the B2B SaaS space, partnering with diverse clients, including startup founders and C-suite executives, to drive cohesive, user-centric design solutions.

PROFESSIONAL EXPERIENCE

Product Designer   **Apr, 2022-Jul, 2023**
Opendorse (Full-Time)   *Multiple Locations, US*
- Improved user satisfaction for a SaaS portal by 40% in partnership with the SVP of Product Design.
- Designed in-house chat UI for React and React Native, resulting in a 75% increase in chat feature usage.
- Developed wireframe flow for the bulk chat feature, capable of handling over 10,000 simultaneous chat sessions.
- Worked closely with fellow designers and managers to develop and enhance the design system.

BanqFora
- Optimized CDP software for banks by spearheading user research and designing wireframe prototypes for testing.
- Developed a mid-level MVP within 3 months, collaborating closely with co-founders and a team of engineers.

DesignPro
- Led user research and beta testing to successfully deploy a co-creation platform for designers.
- Facilitated daily strategy sessions with the CEO to refine product and business strategies, deliver compelling pitches, and enhance design systems, ultimately securing 4 investors within 2 weeks.

The Marine Mammal Centre
- Drove a 300% increase in adoption information requests by conducting 40+ user interviews, developing user-friendly UI screens, and designing 4 successful prototypes.

Product Designer / Visual   **Jul, 2018-Aug, 2021**
Tata Consultancy Services   *Mumbai, IN*
- Deployed design systems for enterprise applications across 4M users, collaborating with developers and engineers.
- Improved the "search" database through an iterative design approach, resulting in an 80% increase in activity.
- Designed the Auth code app, resulting in a 90% increase in user adoption.
- Led remote and in-person UX training for 100+ participants, fostering design team growth across 24 countries.

UI/UX Designer   **Sept, 2017-May, 2018**
3 Minds Digital   *Mumbai, IN*
- Developed Morocco's inaugural E-learning portal, amassing over 10,000 downloads upon launch.
- Led branding and marketing initiatives to complement design deliverables, crafting a comprehensive style guide.
- Conducted extensive user research, including remote observations and interviews with students.

EDUCATION

Master's in Interaction Design   **Aug, 2022**
California College of the Arts   *San Francisco, CA*

INTERESTS & SKILLS

Community Involvement: ADPlist and DesignLab Mentor (Top 1% Super Mentors), Avocademy and Upright Education
Skills: User Experience, Visual Design, Product Strategy, Systems Design, Design Thinking, User Research, Information Architecture, Wireframing, User Testing, Graphic Design, Physical Prototyping, Immersive Design, Design Systems, Figma, Sketch, Illustrator, Photoshop, After Effects, AdobeXD, InVision, Principle, Miro, Mural, Keynote, Processing, Arduino, InDesign, Axure, Notion, Jira