

# Kriti Gohil

Product Designer based in San Francisco with 4+ years of design experience  
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## EXPERIENCE

**The Marine Mammal Centre** / Product Designer (Contract) Sausalito – April 2022 to August 2022

- Creative collaboration with a diverse team of 5 to perform **in-person user research** with **40+ visitors**, resulting in **4 successful prototype executions**, validated in the usability testing phase.
- The MVP trial at the centre led to **3x increase in adoption** information requests.
- Developed tablet screens to **narrate visual storytelling**, aiming at an **increase in donations**.

**Tata Consultancy Services** / Product Designer / Visual Mumbai – July 2018 to August 2021

- Deployed **design systems** for **enterprise applications across 4 million users**.
- Optimization of the **“search” database**, resulting in an **80% increase in activity**.
- Collaborated with **developers and engineers** on an appraisal portal with **6 different end users**.
- Designed the **Auth code app**, leading to a **90% increase** in swap from the password login.
- **Led UX trainings** with **50+ participants in-person and remote**, leading to an **increase in design team hirings**.

**3 Minds Digital** / UI/UX Designer Mumbai – September 2017 to May 2018

- Launched the first E-learning portal in Morocco, resulting in **10,000+ downloads**.
- Co-ordinated **client communication** and delivered weekly pitch decks.
- Delivered final **style guide and visual language** for the portal, **increasing efficient collaboration** with future contributors.
- **Redesigned brand website**, resulting in **3 new enquiries** in one week.

**Ideamagix** / Graphic Designer (Freelance) Mumbai – September 2015 to May 2018

- Designed print collaterals for Audi’s 1 year anniversary, printed for a large-scale mall banner.
- Redesigned company website and pitch decks, resulting in an increase in companies' online presence

**ADPList** / Design Mentor July 2021 to Present

- Completed **1,080 minutes of mentorship** across countries, covering portfolio reviews and big tech experiences.

## EDUCATION

**California College of the Arts** / Master’s in Interaction Design San Francisco – September 2021 to August 2022

- Courses: UX foundation, Form & UI, UX Research, System Design, Design Processes, Physical Prototyping, Product Experience, Testing, Design for Social Impact, Data Visualization, Design Systems, Storytelling, Leadership and Collaboration
- **International Students Affairs and Programs**: Promote cross cultural events and advocate sessions for upcoming students

**MIT Institute of Design** / Bachelor’s in Graphic Design Pune – April 2014 to August 2018

## SKILLS AND TOOLS

- User Experience, Visual Design, Product Strategy, Systems Design, Design Thinking, User research, Data Visualization, Information Architecture, Wireframing, UI/UX, User testing, Graphic Design, Pitch Deck design, Physical Prototyping, Immersive Design, Story Telling, Design systems  
Figma, Sketch, Illustrator, Photoshop, Aftereffects, AdobeXD, InVision, Principle, Miro, Mural, Keynote, Processing, Arduino, InDesign.