

# KRITI GOHIL

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## SUMMARY

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**Product and UX Designer** with over **5 years of experience in the B2B SaaS space**, specializing in design thinking, user research, and data-driven design while partnering with diverse clients, including startup founders and C-suite executives.

## PROFESSIONAL EXPERIENCE

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### Senior Product Designer

**Aug, 2022-Present**

#### *Saleshood (Full-Time)*

*Multiple Locations, US*

- Led strategy and design for 2 main SaaS pillars on the platform, resulting in a 60% increase in Q1 feature adoption.
- Designed AI vision types and page editor with developers, attracting new customers and increasing NPS by 57%.
- Bi-weekly customer calls to discuss product growth strategies and quarterly planning with PM's and Product VP.
- Led marketing design during a transition phase with the CEO, resulting in a significant increase in market reach.

#### *Opendorse (Full-Time)*

- 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.

### Product Designer

**Sept, 2017-Aug, 2021**

#### *RealTalk*

- Designed V1 for mobile and collaborated with the CEO on product growth strategies for a Speech Therapy App.

#### *BanqFora*

- Developed an MVP CDP for banks, spearheading user research and prototypes with co-founders and engineers.

#### *DesignPro*

- Led Design, User research and Beta testing to refine a co-creating design platform, delivering compelling pitches, business strategies and enhancing design systems to ultimately secure 4 new investors within 2 weeks.

#### *Tata Consultancy Services*

- 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.

#### *3 Minds Digital*

- 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.

## EDUCATION

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### Master's in Interaction Design

**Aug, 2022**

California College of the Arts

*San Francisco, CA*

## INTERESTS & SKILLS

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**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, Productboard, Whimsical