

Khushi Mehta

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Summary

UX Designer and MS Computer Science student with experience leading research-driven web redesigns and building cohesive visual systems from concept to implementation. Skilled at translating complex technical and scientific content into engaging, accessible web experiences using WordPress and HTML/CSS. Strong foundation in visual design, user research, and cross-functional collaboration, with a track record of independently driving projects from discovery through shipped execution.

Skills

- **Product Design & UX:** Product Design, UI Design, Website Design, Accessibility (WCAG), wireframing, user-centered design, prototyping, usability testing, A/B testing, information architecture, interaction design, typography, inclusive design, design systems, responsive & cross-platform design, UX Design, Graphic Design, Mixed-methods research, survey design, User Personas and Journeys Creation, UX for Technical & Data-Driven Products, End-to-End UX Design, Inclusive Design, Mobile experience design, Mock-Ups
- **Research & Discovery:** User Research, Customer Discovery, Mixed-Methods Research, Survey Design, Quantitative Analysis, Persona Development, Journey Mapping, Heuristic Evaluation, user flow maps, Usability Studies
- **Design Tools:** Figma, Adobe XD, Adobe Illustrator, InVision, Marvel, Sketch, Adobe Photoshop, Office, Mira, Adobe Creative Suite
- **Frontend & Technical Foundations:** Python, HTML5, CSS3, JavaScript, React.js, Git & GitHub, REST APIs, Web design
- **Collaboration & Communication:** Cross-Functional Collaboration, Stakeholder Communication, Product Thinking, quality assurance, Task Tracking

Professional Experience

Currently Social (Featured on Shark Tank India 2026)

May 2024 - Dec 2024

Product Designer

Ahmedabad, India

- Designed and delivered **end-to-end responsive marketing and product experiences**, translating brand strategy and business growth objectives into scalable, user-centered interfaces that supported a platform securing **\$15M in seed funding** and expanding its digital presence.
- Led comprehensive **UX audits, usability testing sessions, and iterative redesign cycles**, leveraging behavioral insights and performance metrics to improve **Net Promoter Score (NPS) by 30%** and increase **conversion rates by 25%** through structured experimentation and optimization.
- Collaborated closely with **product managers, engineers, and cross-functional stakeholders** to define product vision, align design decisions with technical constraints, and ensure seamless design-to-development handoffs that enabled efficient launches.
- Mentored junior designers and established a **centralized component system and reusable design patterns**, improving scalability, visual consistency, and long-term maintainability across marketing and product surfaces.

Hashtechy Technologies Pvt. Ltd.

Sep 2023 - May 2025

User experience designer

Ahmedabad, India

- Conducted **mixed-method research including competitor analysis, structured user interviews, surveys, and usability studies** to design responsive, client-facing marketing websites across **B2B, SaaS, crypto, e-commerce, FinTech, and social platforms**, improving user task completion and engagement.
- Synthesized qualitative insights and **quantitative behavioral metrics (Google Analytics, heatmaps)** into clear research findings and actionable recommendations, reducing user friction and improving clarity across high-traffic digital touchpoints.
- Redesigned the company website by restructuring **information architecture and interaction flows**, leveraging behavioral data to significantly boost engagement, retention, and overall customer satisfaction.
- Partnered with cross-functional engineering teams and applied **accessibility (WCAG) standards and structured user flows** to translate complex product requirements into intuitive onboarding experiences and improved usability across responsive breakpoints.

Projects

Technical Product UX Design – Social Platform | [Figma](#)

Jan 2025 - Mar 2025

- Conducted end-to-end **UX research** including user interviews, empathy mapping, and persona development to identify user pain points and decision drivers; synthesized findings into clear opportunity areas that informed **information architecture and onboarding flows**.
- Designed and prototyped onboarding, smart matchmaking, and safety workflows in Figma; translated qualitative research insights into **data-informed design decisions**, validating solutions through moderated usability testing and iteration.

Responsive Web Experience – EV Charging Brand | [Figma](#)

Mar 2024 - May 2024

- Explored user needs around real-time station availability, booking flows, and payment interactions; translated insights into **task-based user flows and responsive information architecture** optimized for time-sensitive decision making.
- Applied heuristic evaluation and **accessibility (WCAG) standards** to identify usability gaps, reduce cognitive load, and improve consistency across mobile and desktop breakpoints for a complex, data-driven interface.

Finora – Fintech Mobile App UX Case Study | [Figma](#) | [Figma](#)

Dec 2025 - Jan 2026

- Developed a comprehensive UX case study for a fintech mobile application, addressing **financial workflows, sensitive data handling, and user trust** through thoughtful information architecture and flow design.
- Mapped user journeys across onboarding, account management, and transaction flows; translated insights into **structured user flows, wireframes, and high-fidelity prototypes** focused on clarity and error prevention.

Education

University of Southern California

Master of Science, Computer Science

Jan 2025 - Dec 2026

Los Angeles, CA

Indus University

Bachelor of Technology, Information Technology

Jul 2019 - Apr 2023

Ahmedabad, India