

Ishani Navle

Senior Product Designer

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Results-driven Product Designer with 4+ years creating intuitive, accessible digital experiences in SaaS, mobile/web, and data-heavy platforms, blending user needs with business goals in dynamic environments. Skilled in end-to-end design, data-driven analyses, and WCAG-compliant inclusive practices, leveraging AI tools for user-centric solutions across platforms.

SKILLS

Design Process: UI/UX Design, User Research, Interaction Design, Information Architecture, Wireframes, User Flows, Design Systems, Prototyping, Usability Testing, Adaptive Design, Journey Mapping, AI Product Design, Storyboarding, Data-Driven Analysis.

Design Tools: Figma, Adobe Creative Suite (XD, Illustrator, Photoshop), Sketch, InVision, ProtoPie, Zeplin.

AI Tools: Figma AI, ChatGPT, Visily, Replit, Cursor.ai, Midjourney, Runway.

Collaboration Tools: Jira, Miro, Confluence.

Soft Skills: Design Leadership, Stakeholder Management, Digital Communication, Time Management, Critical Thinking, Problem-Solving, Empathy-Driven Design, Human-Computer Interaction (HCI), Cross-Platform Optimization (Web/Mobile)

Accessibility: WCAG/Section 508, Inclusive Design.

EXPERIENCE

Interaction Designer - Electrolux Home Goods (Home Appliances)

Charlotte, NC (September 2021 – February 2024)

- Led end-to-end UX design for 5+ smart appliance projects, from conceptualization, research to production ready pixel. Achieved 42% user engagement increase at Electrolux by translating complex visions into intuitive, user-centered physical-digital interfaces, improving product usability and engagement.
- Conducted in-depth user research (surveys, focus groups, journey mapping) to guide in-depth design decisions, achieving a 42% increase in user engagement and a 23% boost in usability.
- Introduced and initiated implementation of accessibility for product interfaces, developed WCAG-compliant accessibility guidelines for Electrolux design system, expanding usability to a broader audience and increasing the user base by 20%.
- Designed native mobile flows for iOS/Android apps, leveraging platform-specific guidelines to ensure consistency and intuitive interactions.
- Created and refined wireframes, high-fidelity UI models and prototypes using Figma and Adobe Creative Suite, ensuring seamless cross-platform interactions.
- Collaborated with cross-functional teams of Product Managers, Engineers, and other stakeholders to define product requirements and client needs and align UX solutions with technical feasibility and business goals, ensuring successful project delivery within tight timelines.
- Applied systems thinking to align design systems, product strategy, and engineering workflows, ensuring scalable and cohesive experiences.

Product Designer - Mindcurrent (SaaS Platform for Stress Prevention)

Remote (July 2021 – September 2021)

- Optimized user flows for stress prediction tools, incorporating data-driven retention features that enhanced employee efficiency by 35%, with parallels to financial wellness products.

- Incorporated data-driven insights to optimize retention features, with parallels to financial tools, enhancing usability by 12% through iterative feedback.

UI/UX Designer - Vien Health (Healthcare)

Remote (February 2021 – April 2021)

- Designed intuitive, accessible user experiences for virtual healthcare services across web and mobile platforms, resulting in a 23% improvement in user satisfaction and engagement in African markets.
- Created user flows, wireframes, UI mockups, interactive prototypes using Figma for a doctor portal and marketing website, enhancing user navigation and supporting seamless interactions.
- Developed a cohesive design language and style guide to ensure consistency across platforms, aligning with the brand identity and improving cross-platform usability by 18%.

UX Designer - Apollo DAE.Inc (Food Delivery App)

Remote (June 2020 – August 2020)

- Participated in user research, developed initial rounds of designs, and UI assets for a Food Delivery App, ensuring intuitive navigation and enhanced user experience.
- Owned end-to-end UX for a mobile-integrated delivery platform, focusing on user acquisition and retention through scalable interfaces, conducting independent research to align with stakeholder goals. Refined interactions based on iterative testing and user feedback, resulting in a 20% increase in user satisfaction.
- Collaborated on defining information architecture and user flows, improving app navigation and usability.
- Conducted market analysis and user research to inform the development of scalable and cohesive design systems.

Web Designer - Sadanand Associates (Business Website Redesign)

Pune, MH (January 2018 – November 2018)

- Redesigned the UI for a business website, optimizing user flow and addressing usability issues, resulting in a 36% increase in user retention.
- Improved conversion rates by 24% through enhanced micro-interactions and UI optimizations, leading to a more seamless user experience.

PROJECTS

Shapes&Tales, LMS and Telecommunication Platform for Virtual Education, [Link](#)

- Implemented the complete UX design process for an LMS and telecommunication platform for virtual schools focused on Kindergarten. Conducted extensive user research to identify pain points and create user personas, and journey maps, that informed design decisions and aligned with business goals.
- Delivered wireframes, interactive prototypes, and high-fidelity designs, usability tests and iterating based on feedback to refine the user experience and ensure the platform met user needs and expectations.

Travl'r - A streaming service focused on travel shows and documentaries. [Link](#)

- Designed cross-platform flows (mobile/web/tablet), ensuring visual consistency in layout, color, and typography for content-rich interactions, ultimately achieving AAA accessibility compliance and enhancing navigation and engagement akin to entertainment streaming services.
- Designed and delivered a tablet-exclusive location discovery tool, creating high-fidelity prototypes in Figma and running iterative testing to ensure consistency; streamlined content discovery flows and improved engagement with feedback-driven usability fixes.

EDUCATION

Masters in User Experience and Interaction Design - Thomas Jefferson University

Philadelphia, PA, USA

Bachelor in Architecture - Savitribai Phule University of Pune

Pune, Maharashtra, India