

JANHVI KRIPLANI

Product & UX Designer

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EXPERIENCE

Senior UX Designer

TATA Elxsi 10/2024 - Present Santa Clara, CA

- Led immersive UX research initiatives for a confidential Apple engagement, conducting 400+ sessions to translate behavioral patterns into system-level design recommendations for AR/VR interfaces
- Partnered with product and engineering teams to align user behavior insights with technical constraints and platform behavior, improving cross-functional decision-making and iteration speed
- Designed scalable research operation frameworks, reusable documentation systems, and workflow standards that reduced onboarding time by 40% and improved research consistency across teams
- Identified recurring usability issues across immersive user journeys and translated research findings into scalable interaction guidelines
- Applied AI-assisted synthesis and pattern analysis workflows to streamline large-scale qualitative insight generation, reporting, and research operations
- Established structured data capture and reporting systems that improved visibility, stakeholder alignment, and research scalability across multiple concurrent studies

Visual Designer, UI

San Jose State University 05/2023 - 05/2024 San Jose, CA

- Designed a WCAG 2.1-compliant, component-based design system for a B2C platform, improving consistency and increasing engagement by 40%
- Built reusable UI components, tokens, and layout patterns in Figma to support scalable and accessible design implementation
- Collaborated with developers to ensure design-to-code consistency and system adoption
- Conducted usability evaluations, and accessibility testing to refine system components and improve usability by 45%

UX/UI Designer

SAVI, SJSU 05/2023 - 05/2024 San Jose, CA

- Developed cohesive multi-platform visual systems including typography, color systems, iconography, and layout standards to improve product consistency and brand clarity
- Optimized registration flow by adjusting UI elements in collaboration with team leads, reducing drop-off rates by 15% to improve conversion rates

UX/UI Designer

TATA Consultancy Services 11/2020 - 06/2022 Mumbai, India

- Built a scalable design system for a FinTech (B2B) SaaS platform serving 100K+ users, increasing product adoption by 20%
- Reduced design-to-development errors by 30% through comprehensive UI documentation, component libraries, and developer collaboration
- Conducted rapid user research sprint for a B2C mental health app, extracting 40% more actionable insights to refine design strategy
- Created responsive wireframes, user flows, and interactive prototypes to improve usability across desktop, web, and mobile app experiences
- Partnered with cross-functional stakeholders to align business goals, technical feasibility, and user needs throughout the product design lifecycle

EDUCATION

Master of Science in Human Factors and Ergonomics

San Jose State University 08/2022 - 05/2024 San Jose, CA

Bachelor of Visual Arts in Design and Visual Communication

Maharaja Sayajirao University of Baroda

04/2016 - 05/2020 Vadodara, India

SUMMARY

UX Designer with **4+ years** of experience designing scalable digital products across SaaS, fintech, immersive technology, and AI-driven experiences. Combines UX research, systems thinking, and visual storytelling to create intuitive user experiences that balance usability, accessibility, and business goals.

SKILLS

UX & Product

UX Strategy

Product Thinking

User Research

Information Architecture

Interaction Design

User Flows

Wireframing

Prototyping

Accessibility Testing

A/B Testing

Heuristic Evaluation

Responsive Design

Design Patterns

Systems & Emerging Technology

Design Systems

Component Libraries

VR Experiences

AI-assisted design workflows

Behavioral Research

Research Operations

Design Scalability

Visual & Brand

Visual branding

Typography

Design Storytelling

Style Guides

Layout Systems

Visual Communication

Tools

Figma

Adobe Creative Suite

Adobe XD

Axure

Google Analytics

Minitab

Marketo

HTML/CSS

Keynote

Google Workspace