HITASHA MEHTA

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Service and Experience Designer with 2+ years of experience leading cross functional teams to design AI-driven and enterprise service solutions, transforming complex user journeys into scalable systems that deliver measurable business impact.

Work Experience

UI/UX Designer | TEAMCAL AI | Mountain View, CA, USA   2025
- Led the end-to-end interface and user experience design for the agentic AI, collaborating closely with the CEO and engineering team to deliver a launch ready prototype 3 months ahead of schedule.
- Designed 20+ intelligent interaction flows, UI components, and agent behavior logic using user journey data, targeting a 40% reduction in scheduling friction through proactive rescheduling and conflict resolution.
- Drove product roadmap decisions by prototyping advanced use cases, such as contextual prioritization and meeting intent detection, significantly accelerating time-to-beta and enabling early stakeholder demos.

Service Designer/ Project Manager | BMW Group (Contract) | Greenville, SC, USA   2024
- Led a cross-functional team of 16 in collaboration with BMW Group to uncover 5 critical innovation lifecycle gaps through 15+ interviews and service blueprinting, shaping a strategy to retain intrapreneurial talent.
- Delivered 8 scalable service design solutions, with 4 prioritized for pilot implementation, projected to improve innovation program engagement and reduce early attrition.
- Secured full stakeholder buy-in through strategic storytelling and prototyping, aligning outcomes with BMW Group's IT innovation team's internal KPIs.

Service Design Intern | Marketeq | Miami, FL, USA   2023
- Mapped 5+ end to end employee journeys and service blueprints, uncovering key friction points that led to prioritized recommendations, projected to reduce the number of support issues by 25%.
- Redesigned cross channel support workflows for the enterprise IT team using systems thinking and data analysis, resulting in a 40% decrease in average issue resolution time in pilot testing.
- Facilitated co-creation workshops with cross-functional teams and C-suite leaders, generating validated service roadmap with 5 actionable concepts, aligned to the experience KPIs and scalability goals.

Experience Design Intern | HumanX | Mumbai, India   2022
- Led competitive research and market analysis of 15+ health and fitness platforms, generating strategic insights that informed product positioning and prioritized feature development.
- Designed and iterated on 12+ interactive prototypes across fintech, data analytics, and OTT transformation projects, contributing to approximately over 25% improvement in usability testing scores.
- Conducted behavioral analysis of OTT users, identifying key friction points that shaped engagement strategies projected to increase user retention.

Technical Skills
Service blueprinting, Journey mapping, Human centered design, User Research, Usability testing, Interaction design, Prototyping services and interfaces, Data driven design, UX Design, Agile Methodologies, Stakeholder management, Accessibility (WCAG)

Tools
Figma, Miro, Lucidchart, Dovetail, Notion, Jira, UserTesting, Adobe Creative Suite, Webflow, HTML, CSS, Javascript, Loveable, Bolt, Microsoft Excel, Framer, ChatGPT

Education

M.A. Service Design | Savannah College of Art and Design, USA   2023 - 2025

B.Des Product Design | UnitedWorld Institute of Design, India   2019 - 2023

Awards/ Certifications

Service Design Network Ambassador	2026
European Product Design Award	2025
McKinsey.org Forward Program	2025
European Product Design Award	2024
Indigo Design Award	2024
Lextant Certification	2024
SEAS Transactions Publication	2022