HITASHA MEHTA

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Skills

Tools:
figma
sketch
adobe creative suite
framer
axure rp
usertesting
dovetail
miro
smaply
lucidchart
notion
jira
slack
microsoft office
webflow
html/ css

Technical:
user experience design
interface design
service blueprinting
journey mapping
human-centred design
interaction design
prototyping
user research
usability testing

Transferrable:
project management
story-telling
cross-functional collaboration
business model innovation
stakeholder management
data-driven design
creative problem solving

Education

M.A. Service Design (2023- 2025)
Savannah College of Art and Design, USA
4.0 GPA (Merit Scholarship Awardee)

B. Des Product Design (2019-2023)
Unitedworld Institute of Design, India
First Class with Distinction

Service and Experience designer with an ability to lead cross functional teams and deliver strategic, human-centered solutions across B2B and B2C contexts. Specializing in journey mapping, systems thinking, and prototyping to drive scalable innovations across diverse industries. Designing and developing services that enhance engagement, operational efficiency, and long-term value.

Experience

UX/UI Designer, Teamcal Ai
May 2025 - present (Mountain View, California)
- Led the end-to-end interface and user experience design for the AI- powered digital assistant, collaborating closely with the CEO and engineering team, evolving it from concept to an advanced launch ready prototype.
- Designed intelligent interaction flows, UI components, and agent behavior logic to support proactive scheduling, rescheduling, and conflict resolution across workflows.
- Shaped the digital assistant's product roadmap by prototyping advance use cases- such as contextual prioritization and meeting intent detection- accelerating readiness for beta launch.

Service Designer, M.A. Graduate Thesis
January 2025 - March 2025 (Savannah)
- Spearheaded a comprehensive service design research project to enhance employee wellbeing in the hotel sector, resulting in a validated strategic roadmap for reducing burnout and improving engagement.
- Conducted in-depth qualitative research and stakeholder interviews, mapped current state journeys and ecosystems to uncover key pain points across service operations.
- Designed future state service blueprints and co-created prototypes with hospitality staff to streamline support services, proposing a significant reduction in service friction and optimized employee experience.
- Developed a pilot implementation plan with measurable KPIs- including retention, satisfaction, and productivity metrics, to enable scalable integration across properties.
- Synthesized insights into an executive presentation deck and design documentation to communicate key findings and design recommendations to academic reviewers during a graduate design showcase.

Service Designer/ Project Manager, BMW x SCADPro
March 2024 - June 2024 (Savannah)
- Led a cross functional team of 16 in a collaboration with BMW Group to design an innovation strategy for intrapreneurial talent retention.
- Conducted 15+ user interviews, journey mapping, and service blueprinting to uncover 5 key experience gaps in the innovation lifecycle.
- Delivered 8+ scalable design solutions adopted for pilot implementation after gaining stakeholder buy-in.

Enterprise IT Service Design Intern, Marketeq, Miami
November 2023 – February 2024 (Miami)
- Mapped 5+ end-to-end employee journeys and service blueprints to surface critical friction points, resulting in key recommendations.
- Applied systems thinking and data analysis to evaluate service delivery across channels and redesigned the support flow to reduce resolution time.
- Collaborated with cross functional teams and C-suite stakeholders in co-creation workshops, generating a blueprint of actionable concepts.

Experience Design Intern, HumanX, India
May 2022 – August 2022 (India)
- Led competitive research and market analysis of 15+ health and fitness platforms in India, informing strategic insights for product positioning and feature development.
- Designed and iterated on 12+ prototypes across fintech, data analytics, and OTT cloud transformation verticals, improving usability scores significantly.
- Conducted behavioral analysis of OTT users, uncovering key pain points that shaped engagement strategies projected to boost user retention.

Achievements

European Product Design Award (2024)
Earned an honourable mention in the interface category for excellence in design and functionality for the project 'AskRyan'.

Indigo Design Awards (2024)
The project 'AskRyan' received 11 accolades in total- 2 Gold, 6 Silver, and 3 Bronze- highlighting its outstanding performance across multiple categories.

SCAD StartUp - 3rd Place (2023)
Conceptualised and pitched "InJoy", a service designed to challenge retirement related stigmas and empower seniors to live with confidence.

HMGMA x SCADPro (2023)
Selected as the winning project for Hyundai Motor Group Metaplant America (HMGMA), focused on fusing sustainability, scalability and consistency into the brand experience.

Lextant Certification (2024)
Awarded the certification for Design Research and Insight Translation by Lextant- The Human Experience Firm for a contextual research project.

SEAS Transactions Publication (2022)
Co-authored a paper on Green Packaging that is published with the SPAST and CRC Press partnered Proceedings series: Science, technology and Society for Sustainability.