

# HITASHA MEHTA

[hitashadesigns.com](https://hitashadesigns.com) | [hitashamehta.design@gmail.com](mailto:hitashamehta.design@gmail.com) | [hitasha.linkedin](https://hitasha.linkedin.com)

*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

May 2025 - Present

- 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 x SCADPro | Greenville, SC, USA

March 2024 - June 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

November 2023 - February 2024

- 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

May 2022 - August 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

European Product Design Award

2024

Indigo Design Award

2024

Lextant Certification

2024

SEAS Transactions Publication

2022