

# DEEPIKA MOHANTY

Senior Product Designer

## Contact Information

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LinkedIn:

<https://www.linkedin.com/in/deepika-mohanty21/>

Deepika portfolio:

<https://deepikamohanty.com/>

## Skills

- Design Solutions
- Material Design systems(UI)
- HTML, CSS, Python
- Prototype
- User Interface
- User Research
- Product Architecture
- Product Testing
- SME

## Languages

- English
- Hindi

I am a data driven, analytically savvy Senior Product designer,with expertise in Software designing, project management and Product alignment.



## Employment History

### Senior Product Designer Feb 2022 – Present

Stride Consulting LLC

- Ideated and built a new material design library, using the Argon design system.
- Conducted user interviews, with C-suite key stakeholders to understand their pain points and insights for the SaaS product.
- Designed and delivered complex user flows for the new SaaS model (Self-Service).
- Managed cross-functional team with Product to define and align on MVPs.
- Collaborated with developers to create user interface icons and technical illustrations.
- Created mid and hi-fidelity E2E mock ups.

### Product Designer Aug 2021 – Dec 2021

Lyveaffair LLC

- Led generative and evaluative user research studies to gain insights with the enterprise platform to deliver high quality design systems.
- Collaborated on strategic planning sessions with cross functional team to discuss software and implementation
- Planned and designed for revenue stream across multiple channels with stakeholders.
- Designed Hi-fidelity prototypes with inference from user research synthesis.
- Led the team on usability testing to further develop ideas for phase 2 design.

### Consultant-User Experience Jun 2021 – Jul 2021

Insurights Inc(now Healthee)

- Conducted stakeholder meetings to understand the pain points and needs to work in an agile timeframe.
- Led the team on user interviews, competitive market analysis, employed user testing to understand user's pain points and designed the Information architecture for the mobile app.
- Collaborated on research synthesis outcomes, created user flows for the mobile platform, created persona, affinity mapping,journey mapping and updated the existing design systems.
- Ideated and iterated on wireframes and designed prototype both Lo-Fi and Hi-Fidelity designs on Figma for the whole mobile experience.

### User Experience Designer Mar 2021 – Jun 2022

Freelance

- User interviews to focus on re-designing core user flows to make the app more user-focused.

- Conducted competitor analysis to understand the market behavior, so as to add new unique features to the app.
- Designed customer surveys, journey mapping to gain better insight from research synthesis.
- Collaborated with our diverse team to design for the wireframes, brainstorming sessions with the stakeholders, to re-design the app.
- Carried out user testing, and made iterations from the synthesis of testing.

#### **Graduate Research Associate(Phd)** Jan 2018 - Jan 2019

University of Columbia • Columbia, Missouri

- Reviewed project reports from Research, Design, testing and operational aspects.
- Designed and coordinated successive phases of problem analysis, solution proposals.
- Enhanced analytical approaches and increased research precision by creating customized Excel and Minitab reports from data analysis results.
- Carried out field study and design implementations for United Soybean board and National Science foundation projects.



## **Education**

#### **Doctorate( Not completed) Plant Sciences** Jan 2018 - Jan 2019

University of Missouri - Columbia

#### **Associate Business** May 2016 - May 2017

University of Phoenix

#### **Master's Plant Biology (Botany)** Jun 2009 - Aug 2011

Panjab University • Indiana



## **Certifications**

**Certified User Experience Professional**