HITISHA DARYANI

480-925-4274 | hitishadaryani09@gmail.com | LinkedIn | < />

Product Designer with over 4 years of experience in leading **user-centered digital product** experiences, creating **scalable design frameworks** using AI-driven solutions that boost user engagement and convert.

EXPERIENCE

PRODUCT DESIGNER   September 2021 - August 2024
Rhombus Power, Palo Alto, CA

- Led end-to-end product design for leading AI-based start-up grossing over 50 million dollars per year **delivering web based products** addressing pressing problems across sectors like **national security, defense, and disaster management.**
- Managed **cross-functional agile teams** including product managers, UX researchers, designers, developers and machine learning engineers **reducing overall project deliverability time**.
- Increased user engagement by 25% through enhanced **user flows** for internal SaaS web based platforms **using AI-powered tools**.
- Developed **interactive data visualizations** empowering stakeholders to gain crucial insights from complex datasets enabling **iterative decision making** for the enterprise.
- Presented milestone deliverables and high-level **design concepts** to senior stakeholders, ensuring alignment and clarity throughout the product development process.
- Created **product documentation** and design specifications including writing **user stories**, **journey mapping, JIRA, product roadmap, and analytics**.
- Responsible for **interviewing and training employees** for design roles ensuring team and project fit.

LEAD UX/UI DESIGNER   June 2020 - August 2021
The Public Good Projects, New York, NY

- Led end-to-end **visual design** of a portfolio of 12 **healthcare digital products** ensuring pixel-perfect execution resulting in **35% more overall users being engaged**.
- **Lead product designer** for **CDC and Kaiser Permanente's digital product** focused on improving quality of life for **elderly users in 5 markets by enhancing app accessibility** using WCAG Standards.
- Instituted **internal design systems** for team collaboration and consistency across mobile and web products that **improved project efficiency by 15%.**

UI/UX DESIGNER   August 2019 - May 2020
EdPlus at ASU, Tempe, AZ

- **Redesigned over 30 single landing pages** for ASU leading to a **25% increase in conversion rates.**
- **Conducted user research** including interviews and surveys of **500 targeted demographic users.**
- **Led design review sessions** to ensure alignment on project goals and objectives, leading to a **significant decrease in project completion timeline** while maintaining quality standards.

SKILLS

User-Centered Design: typography, iconography, color systems, layout, prototyping, low-to-high-fidelity wireframing, personas, journey maps, user insights, task flows, task analysis, usability testing, Heuristic evaluation, user survey, user interviews, hotJar
Tools: Figma, Adobe Suite, Balsamiq, HTML, CSS, Google Analytics, Jeera, Miro, Sketch, React, inVision

EDUCATION

Master of Visual Communication Design | Arizona State University | **GPA - 4.0**
Bachelors of Architecture | IPSA | **GPA - 3.8**