

Radhika Phansalkar

UX-Product Designer, delivering human-centered innovation for Enterprise, SaaS and B2B.

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WORK EXPERIENCE

UX Designer, (Intern), CX by Design, NY

10/2025 – Present

- Owned **end-to-end UX workflows and UI interaction models**, and multi-stakeholder B2B platforms in audio, 3D printing domains and internal tools productization.
- Developed **UX research track**, planning and conducting mixed-methods studies for **enterprise-level products**.
- Established **A/B testing frameworks** to guide data-driven design decisions.
- Provided UX guidance to client teams on user-centered processes, and developing instructional and usability documentation.

UI Designer and UX Researcher, (Intern) MABLE Software, NY

07/2025 – 10/2025

- Led creation and maintenance of the **MABLE Design System**, increasing consistency across products, reducing design-to-dev handoff time by **30%**.
- Designed and delivered UI workflows for **financial, and property management analytics tools** used by Public Housing Authorities, improving user retention for high-stakes environments.
- Conducted **qualitative and UX design** for housing IOT technologies.

UX Graduate Consultant, Pratt Institute, NY

08/2023 – 05/2025

- CUNY Zoning Atlas: Identified and eliminated five critical usability barriers. Delivered UI prototypes, driving a **40% boost** task completion efficiency.
- IMDb Design Systems: Built scalable tokens, components and pattern library, published on Figma Community and documented on Zero Height.
- Amazon Music: Identified low user retention due to limited discovery through global user research. Strategized and led UI workflows with 88.2% of users endorsing the integrated features.
- Toyota North America: Conducted ethnographic and generative research for users with limited mobility to inform inclusive, safety-driven urban mobility solutions.

HCI Graduate Assistant, Pratt Institute, NY

08/2023 – 05/2025

- Conducted **comparative system benchmarking** across 25+ institutional repositories to evaluate usability, navigation structures, metadata patterns, and workflow models, informing the **Information Architecture and interaction workflows** for Pratt IR/OER platform.
- Developed **enterprise-level user flows, task models** and cross-department interaction touchpoints to guide implementation and ensure consistent experience across stakeholders.

Design Architect, Digital Systems, SARG Studio, India

03/2023 – 07/2023

- Defined **information architecture, wayfinding interactions**, and data-driven operational workflows for international airports and transit hubs.

Design Architect, Internal Tools, SPAP, India

06/2021 – 10/2022

- Developed **enterprise-level BIM-based interaction models, cost-tracking systems, and VR tools** improving internal workflow efficiency.
- Developed construction and working drawings for superspeciality, multispeciality hospitals, senior living residences, institutional projects.

EDUCATION

Pratt Institute, NY (GPA: 3.9)

MS. HCI Information Experience Design

BNCA, India (GPA: 9.75)

B.Arch Architecture and Planning

SKILLS

Human-Centered Design

Design Systems

Interaction Design

Information Architecture

Wireframing and Prototyping

Accessibility WCAG

Conversational AI

Research and Strategy

Qualitative & Quantitative

Usability and A/B Testing

Ethnography, Surveys, Interviews

Product Roadmapping

TOOLS

Figma, Miro, UX Pilot, Figma Make

ZeroHeight, Storybook

Adobe Illustrator, Photoshop, Adobe XD,

Aftereffects, InDesign

CAD 5D, Revit BIM

ArcGIS, QGIS, Mapbox

AWARDS

Outstanding Graduate Leadership

Award, Pratt Institute (2025)

American Society of Landscape

Architecture, Honor & Excellence Award,

Utah State Univ. (2020)

Most Promising Student, BNCA (2019)

LEADERSHIP

HCI-UX Research Assistant, Pratt Institute (2023 - 2025)

Team Leader Utah State University Workshop (2020)

Script writer and Animator, United Nations Academic Impact (2020)

PUBLICATION

OER Among the Creative Disciplines: A Survey of Faculty Attitudes Toward OER at a Special-Focus Institution