

# 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](#)