

Radhika Phansalkar

NY 10025 | Open to Relocation

HCI - UX/UI, Pratt Institute

UX - Product Design

B2B/Enterprise UX

AI UX

Design Systems

Usability Research

Product Designer with proven expertise of leading human-centered design across SaaS, B2B, B2C, within emerging AI experiences and business goals. Skilled in translating advanced usability research into scalable, high-performance technical frameworks.

Portfolio: radhikaphansalkar.com

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WORK EXPERIENCE

UX Designer, CX by Design | New York, NY

09/25 - Present

- Executed **mixed-methods research studies** for clients across **edTech, audio engineering, and 3D printing industries**. Designed and delivered actionable UX recommendations to align user needs and business goals.

UI Designer and UX Researcher, MABLE Software | New York, NY

07/25 - 10/25

- Led the creation and maintenance of the **MABLE Design System**, enhancing design consistency and reducing design-to-development handoff time by **30%**.
- Designed and delivered **end-to-end UI workflows** for portals and analytics dashboards used by Public Housing Authorities and their clients.
- Collaborated with the **Product Manager and COO** to translate user needs and business goals into intuitive, high-fidelity prototypes and detailed design specifications for developer hand-off.
- Conducted **usability testing** and **heuristic evaluations** to identify pain points, validate designs, and guide iterative improvements.
- Created **user guides and documentation** to support diverse user groups in adopting and navigating digital products effectively.
- Supported the development of **low-code/no-code tools** to streamline internal workflows and empower non-technical users.

UX Consultant, Pratt Institute | New York, NY

01/2024 - 05/2025

- CUNY Zoning Atlas**: Redefined GIS user experience, spearheading research and high-fidelity prototyping. Identified and eliminated five critical usability barriers, driving a **90% boost in search** task completion efficiency.
- IMDb Design Systems**: Built scalable design component library published on Figma Community and implementation document on Zero Height. Defined tokens, patterns, and components with **95% participant usability success**.

HCI Research Assistant, Pratt Institute Libraries, CTL | New York, NY

09/2023 - 05/2025

- Conducted HCI-UX research on **25+ OER platforms** using systems thinking. Delivered strategic documentation adopted for platform-wide improvements.
- Developed a faculty-facing course on Open Educational Resources (OER), rooted in principles of UX design for diverse levels of digital fluency.

Experience Designer - Spatial Systems, SARG Design Studio | Pune, India

03/2023 - 07/2023

- Developed a comprehensive information architecture systems design with strategic planning insights International Airports and High-Speed transit hubs.

Architect, Internal Tools, Swapnil Patil and Partners SPAP | Pune, India

2021-2022 (2 contracts)

- Developed architecture design systems inventory for construction standards and cost codes processes, resulted in streamlined data inventory tracking within design systems and increased adoption for the end-users in enterprise environments.

EDUCATION

Pratt Institute, NY | GPA: 3.95

MS. Human-Computer Interaction

Pune University, India | GPA: 9.75

B.Arch Architecture

AWARDS

Outstanding Graduate Leadership Award, Pratt Institute (2025)
American Society of Landscape Architecture - Honor & Excellence Award, Utah State Univ. (2020)

SKILLS

UX and Product Design

Human-Centered Design
Wireframing and Prototyping
Design Systems
Accessibility WCAG
Mobile Apps iOS and Android
Conversational AI
Conversion Rate Optimization (CRO)
GIS Mapping Systems

Research and Strategy

Qualitative & Quantitative
Usability and User Testing
A/B Testing
Ethnography, Surveys, Interviews
Competitive Analysis
Product Roadmapping

TOOLS

Figma, Sketch, Miro
Voiceflow, LLM, NLP systems
HTML, CSS, JavaScript
Adobe Suite
ArcGIS, QGIS, Mapbox
Agile product development
Cross-functional collaboration
Stakeholder communication

LEADERSHIP

Research Assistant and
CEI Graduate Leader, Pratt Institute
(2023 - 2025)
Team Leader Subzone 8, Utah State
University Workshop (2020)
Script writer and Animator, United
Nations Academic Impact (2020)