

# RADHIKA PHANSALKAR

HCI - UX @ Pratt Institute

Digital Product Design

GenAI

Enterprise UX

Design Systems

GIS

Conversational AI

UX Designer with 5+ years of experience leading user-centered design across enterprise systems and complex digital products within emerging AI technologies. Skilled in cross-functional collaboration, scalable design systems, and inclusive, data-driven solutions. Proven track record in aligning UX with business goals to deliver measurable impact across consumer tech, B2C, GIS, and mobility industries.

## WORK EXPERIENCE

### UX CONSULTANT : PRATT INSTITUTE, NEW YORK

January 2024 - May 2025

#### 1. [CUNY Mapping Services: GIS Graduate Center](#)

- Led UX research and prototyping for the GIS-based Long Island Zoning Atlas website, identified and resolved 5 key usability issues related to spatial data interaction and map navigation. Enhancements contributed to measurable boost site traffic and 91% improved task completion rates. Integrated GIS data-vis and UI systems.
- Recommendations implemented by CUNY.

#### 2. [IMDb: Online Rating Platform](#)

- Strategized, designed and prototyped an advanced Design Systems Kit - published on Figma Community, improving consistency and scalability. Prepared a detailed documentation on Zero Height, aligning design and development teams. Conducted usability testing with 97% success rate.

#### 3. [Toyota North America: Woven City](#)

- Conducted ethnographic and generative research focused on users with limited mobility to inform inclusive, safety-driven urban mobility solutions. Designed and presented responsible tech-based design strategies to Toyota stakeholders.

#### 4. [Ceneco Green Power: Solar Energy Startup](#)

- Led project strategy, competitor research, and UI design for responsive web and mobile platforms focused on solar energy products and customer behavior, resulting in a 33.1% increase in website traffic and engagement.
- Recommendations implemented by Ceneco.

#### 5. [Amazon Music Design Challenge](#)

- Identified low user retention due to limited discovery through global user research. Strategized and designed AI-integrated features to foster content discovery by leveraging lyrical assets and emotion-driven exploration. Led UI design, data-vis with 88.2% of users endorsing the solution. Presented end-to-end recommendations to Amazon stakeholders.

### GRADUATE ASSISTANT : PRATT INSTITUTE, NEW YORK

September 2023 - May 2025

- [Pratt Institute Libraries](#), [CTL](#), [CEI](#): HCI-UX research - Systems thinking to analyze digital interactions across 25+ OER platforms. Conducted literature reviews, environmental scans, and vendor dialogues to produce strategic documentation. Presented to Pratt Institute's leadership as a guiding resource for implementing scalable OER solutions.
- [View Letter of Recommendation-1](#), [View Letter of Recommendation-2](#).

### EXPERIENCE DESIGNER : SARG DESIGN STUDIO, PUNE, INDIA

March 2023 - July 2023

- Developed a comprehensive 'Design Basis Report' and 'Way-finding' artworks for an International Airport and High Speed Railway Station, providing strategic planning insights for the built spaces with a focus on digital spatial systems, user centered experience and stakeholder management. NDA

### ARCHITECT : SWAPNIL PATIL AND PARTNERS, PUNE, INDIA

June 2021 - December 2021 and August 2022 - October 2022

- SPAP BiM Internal Tool Development - Optimized internal enterprise tools for BiM (Building Information Modeling) management. SPAP Cost Codes - utilizing ArchiCAD 5D for construction standards and integrating cost codes, resulting in streamlined data inventory tracking within design systems. Live Costing Capability with 100% efficiency.
- Prototyping & Testing - Designed and iterated on prototypes of SPAP BiM tools ensuring needs of the construction teams and project managers. Resulted in increased adoption for end-users in enterprise environments while managing complex construction data.

## EDUCATION

- MS HCI - Information Experience Design Pratt Institute, New York, NY - **GPA 3.95/4**
- B.Arch - Dr. Bhanuben Nanavati College of Architecture, India - **GPA - 9.757/10**

## SOCIALS

Portfolio: [radhikaphansalkar.com](http://radhikaphansalkar.com)

Linkedin: [Radhika Phansalkar](#)

Email: [rphansal@pratt.edu](mailto:rphansal@pratt.edu)

## SKILLS

### UX AND PRODUCT DESIGN

Web and responsive digital platforms  
Mobile App Design (iOS, Android)  
Wireframing (Low/Mid/High Fidelity)  
Interactive end-to-end prototyping (Figma)  
Design Systems Creation, UI Libraries  
Data Visualization  
Conversational AI  
GIS Mapping Systems  
Information Architecture

### RESEARCH AND STRATEGY

User Research (qualitative & quantitative)  
User Interviews & Surveys  
Usability Testing (moderated/unmoderated)  
Competitor & Market Analysis  
UX Strategy & Product Roadmapping  
Enterprise UX  
Stakeholder Workshop Facilitation

## TOOLS

Figma, Sketch, Origami, Voiceflow, Adobe Suite, 5DCAD, ArcGIS, QGIS, Mapbox

## COLLABORATION

Agile product development  
Cross-functional collaboration  
Stakeholder communication  
Design critique  
Design documentation

## AWARDS

1. Outstanding Graduate Student Leadership Award, Pratt Institute, 2025
2. Honor Award and Award of Excellence, 2021: American Society of Landscape Architects:Utah State University x BNCA
3. Most Promising Student 2019: BNCA

## LEADERSHIP

1. Graduate Assistant and Supervisor, CEI Pratt Institute, 2024-25
2. Utah State University Workshop - Subzone 8 Team Leader, 2020
3. United Nations World Nature Conservation Day Awareness- Script writer and Animator, 2020