

TANYA MEHRA

Product Designer | UI/UX & Communication Design

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PROFESSIONAL SUMMARY

Product Designer with an MDes in Communication Design and 3+ years of experience across UI/UX design, user research, and visual design for digital products. Currently designing for a live SaaS platform used by 1,300+ Shopify merchants, translating usability gaps and research insights into shipped interface improvements using Figma. Background spans qualitative research methodology, design thinking, and end-to-end product design from discovery through prototyping.

EXPERIENCE

Product Designer Intern, Flits

June 2026 – Present | Ahmedabad

- Design and ship UI improvements for Flits, a Shopify retention platform (loyalty, referrals, wishlists, passwordless login, customer accounts) used by 1,300+ merchant stores.
- Identify usability gaps through product data analysis and user research, then design and validate solutions in Figma before handoff to engineering.
- Collaborate directly with product and engineering to scope feasible design solutions within sprint cycles.

Creative Designer Intern, Enthuse Answers

June 2025 – July 2025 | Gurugram

- Led design research to inform a brand-wide rebrand, analyzing audience behavior across Instagram, Facebook, Threads, Twitter, and LinkedIn to guide visual direction.
- Translated research findings into a consistent design system of visual assets; partnered cross-functionally with editing and strategy teams to align design decisions with user behavior insights.

Lead Visual Designer Intern, Starting Core

July 2023 – January 2025 | Mumbai

- Led design for 50+ projects spanning brand identity systems, UI design, and visual storytelling, managing the design process end-to-end from client brief to final delivery.
- Partnered directly with 10+ clients to translate ambiguous requirements into clear design solutions; managed a small design team's workflow while overseeing brand consistency.

SKILLS

Design: User Research, Usability Testing, User Personas, Wireframing, Prototyping, Interaction Design, Design Systems, Design Thinking, Information Architecture, Product Thinking

Tools: Figma, Adobe XD, Illustrator, Photoshop, Premiere Pro, After Effects, Framer, Webflow, Notion, Microsoft Clarity, Excel, PowerPoint

Other: Cross-functional Collaboration, Stakeholder Communication, Project Management, Leadership

EDUCATION

Master of Design (MDes), Communication Design — Dhirubhai Ambani University | 2024 – 2026

BA Sociology Honours — Janki Devi Memorial College, University of Delhi | 2021 – 2024

UI/UX Design Diploma — National Institute of Fashion Technology, Mumbai | 2022

ADDITIONAL

Awards: Curiosity Carnival 2025 exhibitor (IIT Gandhinagar) — Color Blindness information design project; UI/UX Design Intern, Divine Lab, IIT Delhi; Technical Head Award, JDMC Student Union.

Research: Published, ICDHS14 Poster Showcase, IIT Delhi (2025); Published paper on IPV under Women Power Connect with Friedrich Ebert Stiftung.

Certifications: Figma and Adobe XD (Udemy); UI/UX Basics (Great Learning Academy); Canva Design Bootcamp.

Scholarships: Dr. Sharda Jain Scholarship — academic and extracurricular excellence; Merit-cum-Means Scholarship — academic excellence, Semester III 2025.