

# Mehul Agarwal

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## EDUCATION

**Indiana University**, Luddy School of Informatics, Computing and Engineering  
*Master of Science in Human Computer Interaction - 3.9 GPA*

May 2025

**Vellore Institute of Technology**  
*Bachelor of Technology in Computer Science & Engineering*

May 2022

## EXPERIENCE

**Lead Product Designer | BotMast, Remote**

Oct 2024 - Mar 2025

- **Revamped the landing page experience**, leading to a **23% increase** in user engagement and a **17% improvement** in visitor-to-paying-client conversion.
- Created the dashboard and campaign workflows, **reducing user task completion time by 35%** and streamlining the setup process for AI agent interactions.
- Collaborated with engineers to fix key UX issues in agent request and tracking flows, resulting in a **28% improvement in feature adoption** and fewer support tickets related to campaign setup.

**Product Designer | Lightmatter Inc., Boston, MA**

May 2024 - Nov 2024

- Conducted **user research with 25+ users**, gathering key insights into user needs, behaviors, and pain points, directly informing **user flows, information architecture, and design** of tools that optimized data monitoring, configuration, and analysis for Lightmatter's photonic products, Passage and Envisé.
- Led stakeholder interviews with **7 cross-functional teams** (product, engineering, marketing), aligning design goals with **business objectives**, enhancing collaboration, and significantly **reducing project delays**.
- Designed and implemented a **comprehensive Design System**, standardizing UI components across all products, reducing design inconsistencies by approximately 30% and improving development speed by nearly 27%.
- Developed high-fidelity prototypes, conducting **user testing with 22 participants** and driving 6 key design iterations, ultimately optimizing usability and reducing average workflow time by 45%.
- Orchestrated a **company-wide tech talk** highlighting the importance of UI/UX design, driving awareness across 100+ employees and catalyzing **three innovative initiatives** focused on improving user experience and workflows.

**Product Designer | Dyte Technologies Pvt. Ltd., Bangalore, India**

Jul 2022 - Jun 2023

- Redesigned the developer portal, refining information architecture and streamlining user flows to enhance the overall user experience. This led to measurable improvements, including a **28% increase in user engagement**, **40% shorter onboarding times**, and a **34% improvement in customer satisfaction scores** (via post-release surveys).
- Designed breakout rooms, real-time transcriptions, and plugin integrations by utilizing **detailed storyboarding, wireframing, and user flow mapping**. These enhancements contributed to a 15% increase in quarterly revenue, retention of 5 key enterprise clients, and acquisition of **8 new customers**.
- **Led UX/UI design for ADPList's** live mentorship sessions by integrating Dyte's real-time collaboration tools, enhancing user experience and **increasing session completion rates by 28%**.

**UI/UX Designer | Dyte Technologies Pvt. Ltd., Bangalore, India**

Sep 2021 - Jun 2022

- Created 12 SEO-focused landing pages and graphics using Figma, Adobe Suite, Whimsical, and Jitter.video, yielding a **28% increase in traffic**, **23% higher user engagement**, and **18% improvement in conversion rates**.
- Developed and documented a comprehensive UI kit with design tokens and reusable components, including defined variants to support client-specific customization. Standardized visual design across products and contributed to the successful onboarding of **16 new clients** in six months.
- **Led brand awareness campaigns** that increased website traffic by **47%** and established consistent messaging across social platforms, boosting customer engagement and visibility.

**Founder & Design Lead | Dezent India, New Delhi, India**

May 2021 - May 2023

- Directed **end-to-end UX design** for Triat.fit, Coalbazaar, and Eagr, improving user engagement by **27%** through detailed user flows, wireframes, and high-fidelity mockups tailored to business needs.
- **Built and standardized a scalable design** system with variations used across multiple client projects, ensuring consistency in UI, reducing design iteration time by 36%, and streamlining developer handoff.

## SKILLS

**Tools:** Figma, Adobe Photoshop, After Effects, Whimsical, Webflow, Jitter, Adobe XD, InVision, Framer, Spline, Notion

**Programming:** HTML, CSS, JavaScript, MySQL, C++, Python, Java, React, NextJS, Cursor, Retell, Data Analytics

**Design & Research:** Product Design, Wireframing, Prototyping, Storyboarding, Design Systems, Information Architecture, User Flows, Interviews/Surveys, Usability Testing, Motion Design, Heuristic Evaluations, Contextual Inquiry, A/B Testing, Affinity Diagrams, Journey Mapping, Empathy Mapping, Thematic Analysis, Agile Methodology