

Ishita Taak

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About

I'm a Product and Visual Designer with 3+ years of experience working end-to-end: from research and its synthesis to high-fidelity execution. I've collaborated closely with startup founders and cross-functional teams across varied sectors like healthcare, wealth management, and news media, helping identify which design problems are worth solving and then building the solutions. My work sits at the intersection of strategy and craft: translating complex business challenges into intuitive, scalable product experiences.

My approach combines first principles thinking and heuristics to move quickly from ideas to testable prototypes, while balancing user needs with business capabilities.

Tools: Figma, Cursor, Antigravity, Claude, ChatGPT, Sora, Miro, Figjam

Experience

Product Designer – How Does It Matter, Bengaluru & Delhi

October 2023 - PRESENT

- Worked with 10+ startups end-to-end, supporting User Research, UX Research, Product Design and Visual Design.
- Collaborated with founders, product managers, and engineers to understand core problems and shape UX solutions.
- Led the MVP design of 2 seed-funded products, across wealth management (Keenai Wealth) and a news media (The Arc).
- Designed and maintained component-level design systems to ensure visual consistency and reduce time-to-market.
- Designed a newsletter component that facilitated 10k+ downloads and 4k+ subscribers in a month for a news media startup.
- Planned and conducted primary and secondary research (synthesized into personas, journey maps, and user flows) to enable more informed design decisions.

Graphic Designer – Radical Design, Bengaluru

February 2023 - July 2023

- Led brand research for the studio's rebranding, synthesizing findings into a refreshed visual direction.
- Designed marketing and print collateral for B2C brands including Schwarzkopf.

Design Intern – Spark Studio, Delhi

October 2021 - December 2021

- Rebuilt the Visual Design framework for classroom collaterals to improve student-teacher interactions.
- Improved experience quality by conducting regular qualitative user studies: identified pain points, successes and iterated on improvements.
- Built foundational design skills across typography, color theory and layout.

Graphic Design Intern – Centre for Equity & Inclusion, Delhi

May 2021 - June 2021

- Designed the collateral for on-ground volunteers for a digital literacy campaign in areas across Delhi, Haryana, and Gujarat.

Part-time Art Teacher – Teach for India, Delhi

September 2019 - March 2020

- Created activity-based curriculum for students' holistic development
- Cultivated more self-awareness and collaboration among students using said curriculum.

Citizen Historian – The 1947 Partition Archive, Delhi

February 2019 - February 2020

- Conducted audio and video interviews of 2 Partition survivors as a part of an endeavour to archive survivors' memories.

Education

M.A. Gender Studies – Ambedkar University, Delhi

Jan 2021 - July 2022, Delhi

B.A.(Hons.) English – Miranda House, University of Delhi, Delhi

July 2017 - December 2020