Ipsa Mehta

Experience Designer

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Speaking

HCD for connected environments
Tech Futures Lab
Sep 2021

Designing Helpful AI
UX Homegrown 2017

Animation & UX
UX Auckland Meetup
Aug 2016

Education

Design for Sustainability
Linkedin Learning Jan 2023

Enterprise Design Thinking
IBM Jul 2020

User Research Methods & Practices
IxD Foundation
Jul 2017

Certificate in Gamification
University of Pennsylvania
On Coursera. March 2015

Graduate Diploma in Design (Animation Film Design)
National Institute of Design
2005 - 2010

Summary

With over a decade of experience and a strong focus on the iterative design process, I thrive where there is great collaboration between product, engineering, and design. I empower product teams to deliver value by bringing them together in an evidence-based design process. I place great importance on the power of narratives, storytelling and systems thinking.

I have led work from discovery to design, as most of my roles have been end-to-end Product Design roles. Also, having worked in both large enterprises with big design teams and early-stage startups as a UX team of one, I am able to balance and pick the right tools and methods to get to the desired outcomes.

I am keen to build on these experiences and excited to focus my future growth into product discovery and strategy.

Work Experience

Roam Digital, Auckland
Senior Product Designer | May 2022 to Present

Leading discovery and design for various client projects including:
- **Discovery for Kiwibank business banking:**
  Planning and facilitating workshops within the team, creating research plans, running user interviews, coordinating with stakeholders etc. Also worked on design deliverables (mockups, prototypes etc.)
- Supporting tech feasibility discovery for Mitre10 trade portal
- Proof of concept for Amdocs' small business lending product
- Strategy proposal for consulting with telco provider in Philipinnes.

Southern Cross Health Society, Auckland
UX Designer | Jun 2021 to Apr 2022

Design lead for core digital platform used by internal teams.
- Established design processes within the valuestream
- Planned and conducted User interviews and concept testing to inform Journey and Process maps
- Collaborated with PO, SMEs & BAs to identify and prioritise features
- UI design and delivery support, including setting up a design system
- Support and mentor junior designer

Vodafone, Auckland
Senior UX Designer | May 2019 to April 2021

Led the design process across multiple projects, as part of agile squads. Getting stakeholders and squads aligned to the customer needs and expected outcomes using various design methods and artefacts e.g. Ideation workshops, storyboards, customer journey maps, wireframes, prototypes etc. and taking it further into delivering the final UI, working closely with the development team.

- Customer-led digital migration journeys to bring users to latest products.
- Led redesign of the core mobile eCommerce journeys
- UX for B2B self-service portal (significantly increased adoption thereby reducing operational costs).
- Designed a digital change-of-ownership journey for business services.

Skillset

User interviews
Usability Testing
Wireframing
Prototyping
UI Design
Storyboarding
Animation
Workshop Facilitation
Research synthesis

Software & Tools

Miro
Figma
Mural
Sketch
Invision DSM
Framer
Principle
Balsamiq
React.JS (beginner)

Goat Ventures, Auckland

Senior Product Designer | Sep 2017 to Mar 2019

McCarthyFinch(now Onit)
Designed products to radically improve efficiency at Law Firms using AI.
Insite.AI
Design For Saas platform to allow smart decision making in Retail Merchandising using machine learning.

- Identifying and validating opportunities for enhancing workflows with AI through human-centred design methods. User interviews, journey mapping, Wizard of Oz prototyping etc
- Collaborating with the product and data science teams to validate feasibility
- Designing UI and working closely with front-end development team to deliver PoC interfaces

1MG Technologies, Gurgaon (India)

Senior Designer (Product) | Aug 2015 to Sep 2016

- Design lead for the diagnostic test booking portal.(www.1mg.com/labs and iOS & Android apps) and other feature-adds and improvements across the portal eg. order tracking, information architecture, app on-boarding etc
- Ensuring consistency across the business verticals, coaching junior members of the team, and hiring. Grew the design team from 2 to 6.

Airveda, Gurgaon (India)

Design Consultant | Dec 2015 to Sep 2016

Founding designer for increasing awareness of Air pollution in India. Connecting air quality monitors to your phones.

Interaction Designer
Endeavour Technologies, Bangalore | Singapore | Remote
Jan 2013 to Jun 2015

Independent UX Consultant
Jan 2013 to Jun 2015

Designer
Above Solutions, Bangalore
Nov 2011 - May 2012

Creative Digital Artist
Ecselis, Bangalore
Dec 2010 - Oct 2011