

Pavithra Mohan

UI/UX Designer

Pavithramohan.p21@gmail.com | +1 814 769 0555 | United States
<https://pavfolio.daravindmohan98.workers.dev/> | <https://linkedin.com/in/ppm210>

SUMMARY

Product Designer with an M.S. in Informatics (HCI & Design), experienced in taking products from user research and strategy through high-fidelity design and launch. Partners with product owners and engineers to turn user insights into clear requirements and shipped features, contributing to a 13% increase in user engagement and an 11% increase in sign-up conversion. Skilled in UX strategy, interaction design, design systems, accessible/inclusive design, growth experiments (A/B testing and experiment design), and AI-assisted prototyping.

WORK EXPERIENCE

Product Designer | Jun 2026 - Present
Level Up N Coming | Pennsylvania

- Designed student-focused features (school finder, mentorship experience) and partnered with product owners and engineers to define requirements and ship features, contributing to a 13% increase in user engagement.
- Conducted and synthesized 17-22 user interviews and field research to prioritize roadmap items and define MVP scope.
- Authored product requirements, managed the backlog, and defined MVP scope, reducing time to ship updates by 9%.
- Developed high-fidelity prototypes and accessible UI patterns in Figma (including Figma AI) and validated flows through usability testing.
- Collaborated in a cross-functional, metrics-driven process to iterate on feature performance and user flows.

Product Designer | May 2026 - Present
Sports Excitement | Pennsylvania

- Designed mobile-first school finder, mentorship board, and cost calculator for web and mobile; produced responsive prototypes and design specifications to guide implementation.
- Ran usability tests and iterative growth experiments (including A/B-style experiments and prototype comparisons) to optimize key user flows, supporting 11% conversion growth.
- Supported launch execution and collaborated with engineering on implementation details and QA to ensure design fidelity.
- Maintained and extended design system components to ensure UI consistency across web and mobile.

Product Designer | Oct 2025 - Jun 2026
Tindoori Labs | Pennsylvania

- Built a community engagement portal connecting 156 users through curated experiences and exclusive events; supported planning and launch of 3 community events.
- Refined feature flows based on user feedback, usability testing, and analytics, improving participation by 8% and reducing user drop-offs by 17%.
- Translated qualitative feedback into prioritized backlog items and worked with engineering to deliver iterative improvements.

Teaching Assistant | Aug 2024 - May 2025

Penn State College of Information Sciences and Technology | State College, Pennsylvania

- Supported 200+ students across HCDD 364: Methods of Studying Users and IST 210: Organization of Data through office hours, feedback, and interactive workshops.
- Ran hands-on UX workshops and MySQL practice sessions to teach research methods, usability testing techniques, and basic data querying for design work.

Multimedia and Graphic Design Intern | Jul 2021 - Dec 2021

Nykaa Fashion | Hyderabad, India

- Created visual assets and layouts for web and mobile campaigns across fashion and beauty brands, aligning work with brand guidelines and launch requirements.
- Collaborated with creative and marketing teams and iterated assets based on stakeholder feedback to meet launch timelines.

PROJECT

Konnekt - Self-Service Transit Kiosk | Jan 2025 - Feb 2025

- Conducted commuter interviews, surveys, and field observations to identify last-mile transportation barriers and inform design requirements.

Explainable AI Healthcare Tools | Jan 2025 - May 2025

- Investigated how older adults in rural India interpret and trust AI-supported healthcare recommendations through qualitative research and design probes.
- Analyzed findings to identify usability barriers, trust concerns, and explainability needs; created prototypes and study materials to evaluate mental models and trust formation.

VOLUNTEER

Graphic Design Volunteer | Jul 2021 - Nov 2022

Friendly Environment for the Disabled (FED)

- Collaborated with volunteers and stakeholders to improve digital experiences, navigation, and content accessibility.
- Applied user research to identify inclusive UX improvements and coordinated design activities and stakeholder feedback.

EDUCATION

Pennsylvania State University | Aug 2023 - May 2025

Master of Science in Informatics | Minors: Human-Computer Interaction and Design | GPA: 3.9/4.0

National Institute of Fashion Technology | Jul 2017 - May 2021

Bachelor of Technology in Fashion Technology | GPA: 3.7/4.0

CERTIFICATES

UX Design Specialization | Google

IBM Generative AI Engineering Professional Certificate | IBM

Web Developer Bootcamp

Multimedia and Graphic Design Specialization | Arena Animation Academy

SKILLS

Research Methods: User Interviews, Surveys, Usability Testing, Heuristic Evaluation, Competitive Analysis, Journey Mapping, Affinity Mapping, Field Research, User Behavior Analysis, A/B Testing

Product and Experience Design: Information Architecture, User Flows, Interaction Design, Wireframing, Prototyping, High-Fidelity UI Design, Design Systems, Responsive Design, Design Specifications, Agile, Mobile UX Design, Lean UX, Growth Experiments, Mobile-first design

Visual Design: Typography, Layout Design, Visual Hierarchy, Branding, Illustration, Marketing Assets, Component Design, Visual Design Systems

Accessibility: WCAG 2.2, Keyboard Navigation, Color Contrast Evaluation, Inclusive Design, Accessible Interaction Patterns

Software and Tools: Figma, Figma AI, Figma Make, FigJam, Adobe XD, Photoshop, Illustrator, InDesign, Canva, Miro, Claude AI

Technical Foundations: Responsive Web Design, Information Visualization, Explainable AI