HARSHITHA NAIDU GANDI

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SUMMARY

Senior product designer with 5+ years of **product design** experience delivering **end-to-end** consumer web and mobile experiences at **scale**. Expert at applying **design thinking**, **design research**, and **competitive analysis** to shape **platform services**, **design systems**, and marketing and communications experiences that align with **business strategy** and accelerate product adoption across the **customer journey**. Proven **cross-functional** leader who drives **problem-solving**, mentors designers, attracts talent, and operates with **comfort with ambiguity** to deliver measurable outcomes.

TECHNICAL SKILLS

- **Design Tools:** Figma, Sketch, Adobe XD, Illustrator, After Effects, Zeplin, Framer
- **Prototyping and Research:** ProtoPie, InVision, Framer, moderated usability testing, card sorting, interview facilitation, remote testing platforms
- **UX Methods:** End-to-end journey mapping, information architecture, interaction design, wireframing, high fidelity visual design, accessibility, responsive layout
- **Design Systems and Frontend:** design systems, component libraries, design tokens, Figma libraries, CSS fundamentals, HTML, pattern governance
- **Data and Experimentation:** A/B testing, funnel analysis, product analytics, quantitative metrics, qualitative synthesis, hypothesis-driven iteration
- **Collaboration and Delivery:** Cross-functional leadership, stakeholder alignment, implementation support, Jira, agile ceremonies, recruiting partnership, documentation and specs

EXPERIENCE

Motorola Solutions **Chicago, IL**

Product Designer *Dec 2024 - Present*

- Led **end-to-end** redesign of a core consumer safety workflow, defining **information architecture** and **interaction design** that increased task completion by ~30% and reduced support tickets by ~22% within three months of launch, improving the overall **customer journey**.
- Owned **design systems** contributions and governance in **Figma**, shipping reusable components and interaction patterns that reduced design-to-engineering iterations by ~50% and accelerated feature delivery by ~40%, enabling **scale** across product lines.
- Ran targeted **design research** and **usability testing** with 20+ participants and **competitive analysis** to validate concepts and prioritize roadmap items, decreasing uncertainty pre-release and improving key conversion metrics.
- Partnered with Product, Data, and Engineering to define success metrics, operationalize A/B tests, and iterate on outcomes, increasing user retention on the product funnel by ~18% while aligning work to **business strategy**.
- Resolved implementation gaps through close engineering collaboration and clear **specs**, decreasing post-release design rework by ~35% and preserving **visual design** and **typography** standards for **platform services**.
- Championed **design thinking** and **cross-functional problem-solving**, **mentoring** junior designers and promoting psychological safety to attract talent and strengthen team craft while operating with **comfort with ambiguity**.

Phonepe **Location N/A**

Product Designer *Oct 2020 - Dec 2023*

- Owned multiple B2C **digital products end-to-end** from discovery through launch and iteration, redesigning onboarding and payment flows to drive ~25% increase in new user activation and smoother **customer journey** conversion.
- Built and scaled a cross-**product design** system that standardized **typography**, tokens, and interaction patterns, reducing implementation time by ~50% and improving cross-platform consistency at **scale**.
- Partnered with **UX research** and data teams to run qualitative studies and A/B tests, delivering variants that improved checkout conversion by ~12% and reduced checkout drop-off by ~15% through hypothesis-driven experiments.
- Led **competitive analysis** and **usability testing** to uncover high-impact friction, reprioritizing features and shortening decision cycles for the product team while aligning outcomes to **business strategy**.
- Mentored junior designers and partnered with **recruiting** to define hiring expectations and work-sample criteria, improving new hire ramp time and raising design craft across **cross-functional** teams.
- Collaborated closely with engineering and product to resolve implementation gaps, enforce accessibility and responsive standards, and stabilize **platform services** with clear **specs** and **acceptance criteria**.

EDUCATION

Master's in Human Computer Interaction (UI/UX) **Chicago, IL**

DePaul University

CERTIFICATIONS

Google: Google UX Design Professional Certificate

University of Michigan: User Experience Research and Design