Diksha Lokhande

Product Designer & UX Researcher

UX Research • Product Design • Design Strategy

Email: diksha_l@nid.edu

Location: Pune, India

Portfolio: www.thedecemberobsidian.in

LinkedIn: linkedIn/in/dikshalokhande

Profile

Thoughtful UX Researcher and Product Designer currently pursuing an M.Des in New Media Design at NID. I blend storytelling, systems thinking, and rigorous user research to design products that are intuitive, inclusive, and meaningful. Experienced in navigating complex problem spaces and delivering design solutions that align with user needs and business goals.

Education

National Institute of Design

Gandhinagar | 2023 - present

- Master of Design, New Media Design

National Institute of Fashion Technology

Gandhinagar | 2016 - 2020

- Bachelor of Design, Fashion Communication

Work Experience

Fractal | Design Intern

Pune | Jul 2025 – Present

- Graduation Project

mCaffeine | Graphic & UI Designer

Goa | Apr 2022 – Oct 2022

- Designed UI components and icons for e-commerce and social platforms.
- Conducted user feedback sessions and translated findings into interface iterations.

Social Hive | Head of Design

Goa | Jan 2022 – Apr 2022

- Managed creative direction for six brand accounts.

Upwork | Design Consultant

Remote | July 2020 – Dec 2021

- Provided branding, UX feedback, and research support for startups.
- Created visual identities, prototypes, and marketing collateral.

Projects

Samaritan | 2024

UX Goal: Design for trust-building and behavioral engagement in a non-transactional system.

A hyper-local bartering app exploring value exchange without money. Used field interviews, cultural probes, and iterative prototyping to understand user motivation and interaction patterns.

Theta | 2023

UX Goal: Improve emotional comfort and ease-of-use through a physical-digital interaction.

Created a responsive sleep aid using haptic feedback mechanisms. Conducted research and usability testing to optimize perceived safety, simplicity, and usability.

Redwashing | 2023

UX Goal: Encourage critical reflection and cultural awareness through immersive narrative design.

Designed a speculative product for extreme use-case scenarios, integrating behavioral design and cultural research to provoke critical dialogue in public contexts.

Professional Skills

Product Design

- UI / UX Design
- Human - Computer Interaction
- Systems Thinking
- Ideation & Rapid Prototyping
- Interface Design
- Visual Design
- Wireframing

Design Research

- Interviews
- Usability Testing
- Affinity Mapping
- Journey Mapping
- Field Research
- Ethnographic Study

Tools

Visualization & Tech

- Figma
- Adobe Creative Suite
- Blender
- Arduino IDE

Research tools

- Miro
- FigJam
- Notion

Others

- Microsoft Office
- Gen AI Tools
- AI Prompting