

DIKSHA LOKHANDE

Product Designer | UX Researcher | Interaction Designer

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PROFESSIONAL SUMMARY

Product Designer and UX Researcher with 4+ years of combined industry and advanced academic experience, spanning B2B product design, consumer-facing interfaces, and research-led interaction design. Currently completing an M.Des in New Media Design at the National Institute of Design (NID) — India's premier design institution — with a B.Des foundation from NIFT. Proven ability to lead end-to-end design processes: from user research, journey mapping, and information architecture through to high-fidelity prototyping, usability testing, and developer handoff. Experienced in cross-functional collaboration with product managers, engineers, and business stakeholders. Proficient in AI-assisted design workflows, Figma, and the full Adobe Creative Suite.

WORK EXPERIENCE

Product Designer (Intern) | *Fractal Analytics* | Pune Jul 2025 – Nov 2025

- Led end-to-end UX redesign of an internal B2B analytics tool: conducted heuristic evaluation and 8+ stakeholder interviews to surface 5 critical usability gaps across core workflows.
- Redesigned 3 high-frequency user workflows using information architecture and interaction design principles, reducing task completion steps by ~30%.
- Built and maintained a Figma component library aligned with the product design system, ensuring consistent developer handoff across sprints.
- Leveraged AI tools (ChatGPT, Notion AI) to accelerate research synthesis and design iteration, cutting ideation cycles by approximately 40%.
- Collaborated in an agile cross-functional team with product managers and engineers, presenting design rationale through 4 rounds of stakeholder feedback.

UI & Product Designer | *mCaffeine* | Goa Apr 2022 – May 2023

- Designed UI components, icon systems, and responsive visual assets for the brand's e-commerce platform, maintaining alignment with the established design system.
- Conducted 10+ user feedback sessions; synthesised findings to drive interface iterations that improved visual hierarchy and content clarity across key purchase flows.
- Applied AI-assisted image generation tools to accelerate campaign asset creation, reducing visual content turnaround by approximately 35%.

Design Lead | *Social Hive* | Goa Jan 2022 – Apr 2022

- Led creative direction and design output for 6 brand accounts, managing briefs, timelines, and deliverables for social and digital campaigns.
- Defined brand guidelines and visual identity systems for 2 new client accounts, ensuring cross-platform consistency across digital and print touchpoints.

Freelance Product Designer & UX Consultant | *Independent Practice* | Remote Jul 2020 – Dec 2021

- Delivered end-to-end UX design for early-stage startups across fintech, edtech, and D2C sectors — including UX audits, user flows, wireframes, and interactive Figma prototypes.
- Created visual identities and proof-of-concept design systems for clients preparing for seed and Series A fundraising rounds.
- Developed strong independent working practice across remote, async client environments — managing design briefs, feedback cycles, and delivery timelines autonomously.

EDUCATION

Master of Design (M.Des) — New Media Design | *National Institute of Design (NID)* | Gandhinagar2023 – 2026 (Graduating)

- India's most prestigious design institution. Core focus: Human-Computer Interaction (HCI), Interaction Design, Design Research, Systems Thinking, Information Architecture.
- Applied research through studio projects spanning AI-assisted UX, service design, speculative design, and interactive prototyping for real-world user problems.

Bachelor of Design (B.Des) — Fashion Communication | *National Institute of Fashion Technology (NIFT)* | Gandhinagar2016 – 2020

- 4-year full-time design programme. Foundation in visual communication, consumer research, brand identity, typography, and multimedia design.

SELECTED PROJECTS

Samaritan | *Hyper-local Bartering App* — NID | 2024

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

- Led full design process from discovery to interactive prototype for a hyper-local value-exchange app. Conducted field interviews, cultural probes, and AI-assisted affinity mapping to understand user motivations and trust signals. Validated interaction models through 3 usability testing cycles.

Theta | *Sleep Aid Device* — NID | 2023

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

- Designed a haptic feedback sleep aid device using human-centered design methods to address emotional and sensory user needs. Conducted usability testing focused on perceived safety and accessibility, iterating on physical form and interaction design based on participant feedback.

Redwashing | *Speculative Design Project* — NID | 2023

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

- Designed a speculative narrative-driven product exploring extreme use-case scenarios. Used generative AI tools to visualise and iterate on speculative design directions, enabling faster concept exploration and richer stakeholder discussion.

SKILLS

UX & Product Design: Product Design, User Experience Design (UX), User Interface Design (UI), Interaction Design, Information Architecture, Human-Centered Design, Inclusive Design, Accessibility (WCAG), Mobile Design, Responsive Design

Research & Testing: User Research, Stakeholder Interviews, Usability Testing, Heuristic Evaluation, Qualitative & Quantitative Research, Affinity Mapping, Journey Mapping, User Personas, Card Sorting, Field Research, Ethnographic Study, Cultural Probes

Design Process: Design Thinking, Design Sprints, Agile Design, Wireframing, Low & High-Fidelity Prototyping, Design Systems, Component Libraries, Style Guides, Developer Handoff, Cross-Functional Collaboration

AI & Emerging Tools: AI-Assisted Design Workflows, ChatGPT, Midjourney, Adobe Firefly, AI Prompt Engineering, AI-Powered Research Synthesis, Generative AI for Concept Exploration

Design Tools: Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe XD, Blender, ProtoPie, Arduino IDE

Collaboration & Productivity: Miro, FigJam, Notion, Google Workspace, Microsoft Office, Slack, Jira

PORTFOLIO

Selected case studies available at: www.thedecemberobsidian.in | Full research documentation and design system samples available on request.