Isha Mehta

PRODUCT DESIGNER

Contact

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(443) 910-7831

Skills

Design User Experience / User Interface (mobile + desktop + tv) • UX Research • Wireframing • User Flow • Prototyping • Design Systems • Spec Sheets • Usability Testing • Information Architecture Visual Design • Design Thinking

Digital / Tools Figma • Sketch • Adobe Creative Cloud • Basic HTML/CSS • Jira • Confluence • Keynote • Microsoft Suite

Collaboration Facilitating Design Critiques • Handing off files • QA Processes • Stakeholder Reviews

Language: English • Gujarati • Hindi • Basic Spanish

Achievements

2019 Adobe Top Talent Award
2018 FUEL Competition Winner

Education

Rochester Institute of Technology
BFA in Graphic Design, Double minor in Advertising & Public Relations and Psychology

Anhalt University Dept. of Design
Study Aboard in Dessau, Germany. Project nominated during the end of semester student exhibition

Experience

Product Designer II / The Walt Disney Company
Remote / Feb 2024 - Present

- Led, designed, and launched new features for National Geographic including but not limited to Web Article Replatform, Web Global Navigation Redesign, and iOS Widgets
- Conducted user research and usability testing to inform design decisions, ensuring features met user needs and expectations
- Collaborated with cross-functional teams, including developers, product managers, and business stakeholders to deliver cohesive and impactful product updates
- Audited color contrast, font sizes, and other accessibility factors within the component library to achieve WCAG 2.1 compliance

Product Designer I / The Walt Disney Company
Remote / Nov 2021 - Feb 2024

- Developed user experience for mobile, web, and TV applications for a portfolio of 22 consumer products, including Star Wars, ABC News + OTV, National Geographic and Disney.com based on business goals
- Contributed to creation, refinement, and maintenance of Disney's internal Design System in Figma
- Collaborated with Design System team members for component creation while maintaining separate brand libraries for each of the 22 products

Design SHINE Associate / Deloitte
Arlington, VA / Nov 2020 - Nov 2021

- Designed for the five divisions of Deloitte through digital experience, visual comps, wireframes, user flows, and prototypes
- Partnered with cross-functional teams, such as copywriters, developers, and strategic marketers to execute deliverables
- Articulated design choices in engaging and inventive manners and facilitated cohesion across teams via high-fidelity prototypes

UX/UI Designer / IP.com
Rochester, NY / May 2020 - Nov 2020

- Designed end-to-end user flows for analytical applications and patent search services to enhance overall user experience
- Implemented strategies and concepts to create new application design to best serve the user based on results from new user tests