

Sanika Mehta

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EXPERIENCE

Product Design Lead – Monotype Secure

Apr 2024 – Jul 2026

B2B SaaS startup focused on brand protection

Owned design across two enterprise platforms and a companion mobile app, partnering with the founder, PM, and engineers to define MVP scope and prioritize features, taking all **three from 0→1 to launch in under 18 months**

Designed a mobile scanning app and track-and-trace dashboard for an end-to-end platform that converted **40% of enterprise pilots to customers, reducing scan-data review time by 60%**; used AI-driven design-to-code workflows to ship V2 from concept to production-ready in 2 weeks

Shipped self-serve onboarding from scratch, **reducing activation time from ~1 week to under 5 minutes and increasing completion from 60% to 100%**

Shaped the end-to-end threat detection and response experience, **driving 67% adoption** and enabling users to **act on threats in under 3 minutes**

Experience Designer – Inkling

Mar 2021 – Nov 2023

Creative experiential agency

Joined as the 4th hire & established the agency's digital product design practice, leading work across business platforms, interactive experiences, and website redesigns for 10+ clients in cybersecurity, AI, and media

Built the end-to-end design process from kickoff to developer handoff, streamlining collaboration with cross-functional creative teams & shortening turnaround times, with **4+ clients returning for additional projects**

Product Designer – Inflow

Aug 2020 – Jun 2021

App to manage ADHD symptoms

Shipped 5 core features in under 6 months as founding designer, tailoring user journeys to different ADHD profiles and **increasing program completion by 30%**

Led a website redesign that **increased App Store downloads 3x** and **next-day retention by 20%**

EDUCATION

Parsons School of Design

B.F.A. Communication Design, Minor – Creative Entrepreneurship

Dean's List | Honors

SKILLS

Design – 0 → 1 Product Design, Product Strategy, User Research & Discovery, UX Design, UI & Interaction Design, Design Systems, Mobile Design, Accessibility, Rapid Prototyping, AI-Powered Workflows

Tools – Figma, Jira, Github, Claude, Cursor, Vercel, ChatGPT