

Mehul Sahni

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EDUCATION

UC Santa Cruz, Silicon Valley Extension

Master of Science in Human Computer Interaction

Santa Clara, CA

Sept. 2023 – Dec. 2024

NMIMS MPSTME

Bachelor of Technology in Information Technology

Mumbai, India

Jul. 2019 – Jul. 2023

EXPERIENCE

Capstone Product Designer

NVIDIA

Mar. 2024 – Jan. 2025

Santa Clara, CA

- Identified top needs and concerns with investing and Gen AI for an unreleased enterprise RAG-based chatbot; conducted expert interviews and analyzed survey responses.
- Created jobs-to-be-done (JTBD) statements, journey maps, and paper prototypes to validate prioritization of 3 features in the product and engineering roadmap.
- Designed and usability tested interactive digital prototypes, iterating based on feedback. Delivered final, development-ready designs to stakeholders and NVIDIA's engineering team.

Graduate Research Assistant (GRA)

Interaction Dynamics Lab, UCSC

May. 2024 – Dec. 2024

Santa Clara, CA

- Designed and independently conducted 30 human subject studies in simulated virtual reality environments using Unity to evaluate user behavior and user experience challenges.
- Thoroughly analyzed study outcomes in collaboration with AI Researchers and behavioral psychologists to drive the development of an algorithm for a major automotive/robotics industry partner (NDA).
- Integrated design principles into simulation environments to optimize behavioral data collection and analysis.

Teaching Assistant

Computational Media Department, UCSC

Jan. 2024 – Dec. 2024

Santa Cruz, CA

- Delivered comprehensive instruction in UX design fundamentals by integrating design thinking, usability testing, and project management, ensuring curriculum relevance and boosting student engagement.
- Offered targeted, actionable feedback on student projects, resulting in improved design outcomes and stronger communication and leadership skills across a diverse student body.

User Experience Engineer

Policy Bazaar

May. 2022 – Jul. 2022

Gurgaon, India

- Led the design of user-centric prototypes and high-fidelity wireframes and established a design system in Figma, aligning with business objectives and boosting customer satisfaction by 14% and conversion rate by 12%.
- Collaborated closely with the software testing team to develop and document test plans to ensure product quality.
- Coded and structured landing page layouts using HTML, CSS, and Typescript within the Angular framework, optimizing both aesthetics and performance.

PROJECTS

QuiTogether

Oct. 2023 – Nov. 2023

- Spearheaded the UX/UI design of a mobile app aiding smoking cessation, with user goal definition in mind, using Figma for prototyping and interface design.
- Executed user research, developed personas, and crafted journey maps to ensure a user-centered design approach.
- Applied iterative design principles and conducted user testing sessions, leveraging A/B testing and direct feedback to refine app features and information architecture to enhance user engagement and satisfaction.

TECHNICAL SKILLS

Research: Interviews, Focus groups, User behaviour analysis, Ethnographic field studies, Contextual inquiries, Engagement Metrics, Survey design and analysis, UAT reports, A/B testing, Competitive analysis

Design: UI/UX Design, Interaction Design, Design Thinking, Visual Design, Design Systems, Wireframing, Prototyping

Product Strategy: Product Management, Agile, Scrum, Lean Methodologies, Figma, Jira, Lean Thinking

Tools: Figma, Figjam, Adobe creative suite, Miro, Webflow, Adobe Acrobat Pro, Foxit PhantomPDF

Languages and Frameworks: HTML, CSS, TypeScript within Angular Framework; JavaScript, Python, Java, C++