

Isha Agarwal

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Product Designer and Creative Technologist

Product Designer and Creative Technologist with 5+ years of experience crafting high-impact digital experiences across consumer web and mobile. Increased user retention by 30%, improved site engagement by 22%, and reduced bounce rates by 10% for different clients through intuitive flows, high-fidelity UI, and user-centered systems. Led end-to-end design on projects reaching 100K+ daily users and drove product launches that grew traffic by 15% and accelerated delivery timelines by 20%. Excels in visual storytelling, scalable design systems, and cross-functional collaboration to ship fast without sacrificing polish or usability.

Areas of Expertise

- Mobile-First Product Design
- High-Fidelity Prototyping
- Interaction & Visual Design
- Design Systems & UI Libraries
- Consumer UX & User Flows
- User Research & Testing
- Brand Storytelling & Identity
- Cross-Functional Collaboration
- Rapid Iteration & Delivery

Experience

Product Designer (UX and Graphic Focus) | July 2024 – Present

Saltmine | New York, NY

- Reduced delivery timelines by 20% by designing cross-platform assets and responsive interfaces that accelerated product launches.
- Led end-to-end UX and UI for a new Webflow site, improving usability and reducing drop-off by 10% through refined flows and Figma mockups.
- Designed, prototyped, and launched an internal AI assistant for sales and marketing, supporting adoption through live training and onboarding.
- Strengthened visual cohesion and brand alignment by building scalable design systems and auditing legacy assets.
- Collaborated with marketing and research to identify user needs, streamline asset creation, and improve design consistency across channels.

UX & Visual Designer | May 2023 – Present

BoDE Foundation | Remote

- Increased engagement and book sales by 10% through cohesive visual storytelling and emotionally resonant illustrations.
- Led UX and web design strategy across digital platforms, boosting site traffic by 15% and aligning content with brand and partner goals.
- Directed third-party consultants to implement UX refinements, improving user flow and driving a 15% rise in on-site engagement.
- Standardized visual systems and design language, improving accessibility and retention through consistent brand presentation.

Interaction Designer | September 2024 – December 2024

Counsel Academy | Remote

- Drove a 30% increase in user engagement by designing cross-platform interfaces and high-fidelity prototypes rooted in HCI principles.
- Built a unified design system and delivered brand-aligned marketing assets, improving visual clarity and user comprehension.
- Managed end-to-end UX projects across web and mobile, earning 100% client satisfaction for delivery speed and polish.
- Leveraged performance tracking across 7+ KPIs to refine layout, accessibility, and interaction patterns for faster iteration cycles.

UX Design Consultant | August 2024 – September 2024

Intripid Inc | Remote

- Partnered cross-functionally to execute a product launch that drove 22% growth in brand engagement through intuitive, user-centered design.
- Produced tailored UX flows, branded UI assets, and marketing collateral in the travel space, boosting product-market fit and brand presence by combining visual design with usability insights across mobile and web.

Other Experience

Lab Aide | August 2023 – May 2024
Parsons School of Design | New York, NY

- Collaborated with 35+ graduate researchers in physical computing, creative coding, and interaction design through lab instruction and technical troubleshooting.
- Partnered with 50+ students to teach prototyping tools, visual experimentation, and portfolio development across design and technology coursework.

Architect | March 2020 – March 2022
Design Associates Inc | Noida, IN

- Designed and delivered 5+ buildings within a 70-acre temple complex, aligning structural decisions with cultural, technical, and stakeholder requirements.
- Developed crowd flow diagrams and operations plans for 100,000+ daily visitors, integrating automated systems and strategic queuing design to optimize large-scale user movement.
- Produced 30+ detailed construction drawings for expansion of Government Court building by for approval and contractor handoff.

Key Projects

Invisible New Yorkers, Game Design, Experience Design | August 2023 – May 2024

- Developed and launched an empathy-driven tabletop game spotlighting NYC essential workers, showcased at the 2024 Games for Change Festival.
- Improved narrative flow and gameplay usability through 15+ stakeholder interviews and 7+ user testing cycles.
- Applied storytelling, research synthesis, and experience design to foster emotional connection and civic engagement.

Re-imagining Spatial Navigation in a Museum, User Research, UX Design | September 2023 – November 2023

- Increased visitor satisfaction by 30% by designing a mobile navigation solution with refined flows and high-fidelity prototypes for iOS, Android, and desktop platforms.
- Addressed spatial usability challenges and planning inefficiencies through iterative testing and UX research, earning faculty recognition for design excellence.

Education and Certifications

Master of Fine Arts in Design and Technology (GPA 4.0), Parsons School of Design	May 2024
UX Design Certification, Grow with Google	May 2022
B.A., Architecture, School of Planning and Architecture	June 2019

Technical Skills

Design Tools: AutoCAD, SketchUp, Procreate, Figma, Cinema 4D, Sketch, Adobe Creative Suite (After Effects, Illustrator, Adobe XD, Photoshop, InDesign, Premiere Pro), Google Analytics, Agile, Tableau, Miro

Programming and Scripting: HTML, CSS, JavaScript, p5.js, three.js, node.js, paper.js, turtle.js, ml5.js, tone.js, Python, JavaScript, Matplotlib, NumPy, Pandas, OpenSCAD, GitHub

AI Tools: Figma Make, Claude, Open AI, Framer, Replit, Lovable