

# Meghana Thakkar

I'm a UX researcher and product designer with 4+ years of experience spanning digital, print, and service design. My foundation in publication, graphic, and exhibition design enables me to craft compelling, human-centred experiences that balance function and narrative. I simplify complexity, lead research-driven strategies, and create accessible, scalable solutions across sectors—from fintech and legal reform to cultural publishing and branding. I thrive in collaborative environments where thoughtful design drives measurable impact.

## PROFESSIONAL EXPERIENCE

### UX CONSULTANT

**Amplified Global, UK—**  
May 2024–March 2025

- Conducted UX research and design for digital visual banking contracts in tandem with the UK Financial Conduct Authority
- **Improved contract comprehension by 42%**
- Delivered wire-frames, user-flows, prototypes; collaborated with stakeholders across design, legal, research, and engineering teams

### INDEPENDENT DESIGNER

**November 2021–September 2023**

- Created the annual Khoj Khabar magazine design building on long-term collaboration to enhance reader engagement and reduce costs
- Developed branding and packaging for Nosh & Co. + Terra; **cut production costs by 12% and transport costs by 18%**
- Commissioned to design a book for Weikfield Foods, blending storytelling with heritage

### LEAD GRAPHIC & WEB DESIGNER



**Studio Novel**

**November 2020–November 2021**

- Directed visual design for the 'Deathworthy' legal report on mental health of deathrow inmates in India and the ATSA report (Khoj)
- Increased readership by **17–29% and reduced print production costs by 12–23%**
- Collaborated on the UX and visual redesign of the Khoj brand and website, **improving accessibility, and engagement by 12–36%**
- Developed long-term contacts and clients

### LEAD DESIGNER

**Maiden Consultancy & Services**  
December 2018–November 2020

- Developed the brand identity and website for Maiden Consultancy & Networks
- Directed spatial branding for 'The Ramayana Festival', Mumbai for the Ministry of Tourism
- Created a brand identity for a psychometric company to reflect its scientific positioning.

### BRAND STRATEGIST (CONSULTANCY)

**Landor Associates, Mumbai (2019)**

- Contributed to strategy and spatial branding for a high-impact, city-scale branding project.
- Worked closely with the internal strategy team to conceptualize branding interventions
- Developed cross-sector branding experience at scale at a leading agency

### GRADUATE PROJECT/INTERNSHIP

**Thoughttrains, Mumbai (2018)**

- Designed a real estate pavilion using brand-led spatial principles aligning with market trends

## HIGHLIGHTED PROJECTS

### UX RESEARCH SERVICE & INTERACTION DESIGN PROJECTS

**Chirpy, May 2024**

- Developed a participatory service model connecting local producers with consumers via sustainable food systems (entomophagy)

### Bamboozle, March 2024

- Co-designed a rental furniture service using sustainable materials and transparent info.
- Applied circular design strategies to enhance environmental impact and service usability

### Pedestrian Safety, January 2024

- Designed a visual+voice-assisted navigation tool to improve night-time pedestrian safety using infrastructural data
- Conducted interviews, usability tests, and contextual and field research to guide flows

## EDUCATION

- ✦ MSc in User Experience Engineering—Goldsmiths University of London
- ✦ Bachelor's in Design—National Institute of Design, Ahmedabad, India
- ✦ Exchange at Politecnico Di Milano, Italy
- ✦ HSC in Arts (Humanities)—Mithibai College of Arts, Mumbai University

## AWARDS



- ✦ Art Directors Club Merit Award, 2022—Merit Winner: Books
- ✦ Communication Arts Design Award, 2022—Books
- ✦ Kyoorius Green Elephant 2015

## LANGUAGES

**English, Japanese, Hindi, Gujarati, Marathi (basic), Italian (beginner)**

## SKILLS & TOOLS

- **UX Research & Strategy:** Interviews, Personas, Eye Tracking, Heuristic Evaluation, UX Audit, User Journey Mapping, User Stories, Service Blueprints, Systems Thinking, Diary Studies, Contextual Inquiry, Field Studies, Competitive Analysis, Design Thinking, Cognitive Mapping Workshops
- **Interaction & Visual Design:** Wire-frames, Rapid Prototypes, Interaction Design, Design Systems, Accessibility, UI Design, Typography, Visual Storytelling, Layout Design, UX of AI
- **Testing & Validation:** Usability Testing, A/B

- Testing, Walkthroughs, Card Sort, Paper Prototype, Roleplaying, Tree Test, Wizard of Oz
- **Tools:** Figma, Adobe CC (Illustrator, XD, Indesign, Photoshop, After Effects), Webflow, Sketch, Miro, Notion, FigJam, Canva, Trello, Jira, Optimal Workshop, Dovetail, Atlas.ti
- **Development & Technical:** HTML/CSS (basic), WCAG, Information Architecture, Content Strategy, User Flows, CMS Platforms (Webflow, WordPress Framer etc.)
- **Other Competencies:** Project Management, Stakeholder Communication, Branding, SCRUM, Print Production, Agile Workflows

## TALENTS | ACHIEVEMENTS

- ✦ Singer-songwriter, Piano, Violin
- ✦ Distinction from LCMM: Level 2 Piano
- ✦ Ableton Live, Logic, Garage Band
- ✦ Content & Writing, UX Writing, Editing & Proofreading, SEO Basics, Scriptwriting
- ✦ Cooking, Baking, Sports, Arts & Crafts

## CONTACT

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