# Mehek Somai

Product Designer

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## Experience

### UX Design Intern | Ecolab

Jun, 2024 - Aug, 2024  |  Irving, TX

- Led UX for **2** critical B2B SaaS projects, creating **sitemaps**, **user flows**, and **50+** responsive screens for restaurant management platforms.
- Designed **7** reusable **design system** components and error states across **4** use cases, ensuring consistent user experience.
- Initiated and led cross-functional **collaboration** with product owners, developers, and designers to align on features, user needs, and design goals while advocating for users.
- Conducted comprehensive **competitor analysis** of **10+** companies and synthesized findings into strategic recommendations.

### Lead Design Assistant | RIT

Oct, 2024 - May, 2025  |  Rochester, NY

- Spearheaded design creatives for **10+** campus events, contributing to a **40% increase in digital engagement** and **25% growth** in followers.
- **Supervised** a team of **4** designers, improving output quality and reducing revision cycles by **30%** through structured feedback and process improvements.
- Produced accessible visual assets for events and communications, contributing to a **20% rise** in attendance and stronger brand perception.

### UI/UX Intern | Knowledge Units

Jan, 2023 - Jul, 2023  |  Pune, India

- Redesigned websites for **7 clients** across diverse industries, improving **information architecture**, **branding**, and visual clarity to support business goals.
- Identified **usability gaps** against **heuristic principles** to inform revised design strategy, resulting in more intuitive navigation and reduced cognitive load.
- Created over **40+** detailed wireframes and **20+ high-fidelity mockups**, translating user needs into tangible prototypes for iterative development.

### Founder | 360 Creatives

Aug, 2020 - Jul, 2023  |  Pune, India

- **Founded and scaled** a bespoke art product startup to serve **250+** customers, with a **95%** positive feedback.
- Achieved a **30%** monthly revenue growth by implementing strategic marketing & business development initiatives.

## Education

### MS Human-Computer Interaction

Rochester Institute of Technology

Aug, 2023 - May, 2025  |  Rochester, NY

3.92 GPA

### B.Tech Computer Engineering

College of Engineering Pune

Aug, 2018 - May, 2022  |  Pune, India

## Skills

**Design**

UX strategy
User flows
Concept sketches
Information
Architecture
Wireframes
Prototypes
Interaction Design
Design Systems
Branding
Heuristic Evaluation
Visual Design
Responsive Design
Accessibility
Design Thinking

**Research**

User interviews
Surveys
Ethnography
Usability Testing
Journey Mapping
Persona Development
Competitor Analysis
Thematic Analysis
Data Visualization

## Tools

Figma
Adobe Illustrator
Webflow
Cursor AI
Qualtrics

Overleaf
Tableau
Lucidchart
Miro
Azure DevOps

## Projects

### Accessible Typography

Led a **4-phase research study** with **21 survey** responses and **8 designer interviews**; consolidated **20+ text accessibility** guidelines, evaluated **7** major font libraries, and designed a high-fidelity prototype offering real-time accessibility support.