

# 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	Overleaf
Adobe Illustrator	Tableau
Webflow	Lucidchart
Cursor AI	Miro
Qualtrics	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.