

# Rhea Mittal

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Product Designer with 2 years of experience crafting B2B and B2C solutions. Skilled in complex workflows, scalable design systems, and data-intensive interfaces. Passionate about building AI-powered products, accessibility (WCAG), and contributing to the design and tech community by writing a [Blog](#) and Figma resources.

## RELEVANT EXPERIENCE

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### Product Designer

August 2025 - May 2026

**Salesforce:** Co-leading product strategy and design initiatives for Trailhead to identify and explore engagement opportunities for retention.

- Led Research Operations (ResOps) by screening a metadata pool of 7k+ users to identify qualified research participants for qualitative studies, supporting research teams with high-quality data collection.
- Designed and tested 3 functional prototypes using React for front-end development. Integrated LLMs, databases, and APIs to de-risk product decisions and shape the quarterly roadmap.
- Drove strategic alignment by facilitating weekly design critiques with product managers, AI researchers, and engineers, translating research insights into actionable requirements and iterating on high-fidelity prototypes based on stakeholder feedback.

### Product Designer

October 2025 - December 2025

**CliquePrize:** Led end-to-end product design for a B2B marketing platform, enabling small business owners to launch and run promotional campaigns.

- Increased CTR by 24% and influenced app downloads by 18% by redesigning interaction patterns on the company's landing page, establishing a visual hierarchy that prioritized 2 critical CTAs, download app and pricing details, reducing friction for SMB owners navigating the website.
- Designed and documented 15+ components for a design system by analyzing IBM Carbon, Apple HIG, and Material design, establishing UI patterns and design tokens, reducing design-to-development handoff time by 60%, and enabling faster iteration on promotional campaign features aligned with SMB needs.

### Product Designer

September 2022 - February 2023

**Accenture:** Partnership project during semester exchange at Besign (SDS) in France, focused on sustainable urban mobility and generational design research.

- Led 50+ contextual interviews across 4 different cohorts to identify mobility pain points, synthesizing qualitative insights to inform SDGs-focused speculative design for the future of transport.
- Built demo-ready concepts leveraging DALL-E 2 and GPT-3 for ideation, receiving recognition from Accenture's design team and contract role offers based on project quality and client satisfaction.

### Founding Product Designer

March 2021 - August 2021

**TechGuy:** Led end-to-end product design for on-demand home services for electronics repairs across 3 user types: Customer requesting services, Technicians fulfilling jobs, and operations managing the platform.

- Increased booking completion rate by 20% by designing a streamlined service request flow for a B2C mobile app with a real-time service provider matching interface, conducting usability testing with 10+ technicians to optimize job acceptance workflow.
- Reduced design-to-implementation cycles by 30% by leading a 4-person design team, establishing agile workflows, and creating production-ready specifications that enabled faster development iterations.

## EDUCATION

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- **Master's of Science in Human Computer Interaction | 2026** Indiana University Indianapolis, Indiana
- **Bachelor's of Design in Human Centered Design | 2024** Srishti Manipal Institute, Bangalore

## ACHIEVEMENTS

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### 1st Place Hackathon Winner

December 2025

- Won 1st place at the ElevenLabs Hackathon by designing and building StageReady, a conversational AI app for public speaking confidence using ElevenLabs, Google Gemini, and Claude, delivering a functional demo.

### Shipped LinkedIn Chrome Extension | Draggit

November 2025

- Designed, built, and shipped a Chrome extension solving LinkedIn message attachment friction by owning the end-to-end product lifecycle, achieving 20+ active users with 5-star ratings.

## SKILLS & CERTIFICATIONS

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AI UX, Data Visualization, Information Architecture, Service Design, Systems Thinking A/B Testing, Competitive Analysis, Surveys, Usability Testing, User Research, Accessibility (WCAG 2.2 Compliance), Figma, Sketch, Framer, Maze, HTML, CSS, JavaScript, Notion, Photoshop, Illustrator, ChatGPT, Claude, Loveable, Replit, Cursor, Vercel

[GenAI Essential Skills](#)

July 2025

[Social & Behavioral Responsible Conduct of Research \(CITI\)](#)

August 2024

[Elements of Basic Design: Design Principles and Software Overview](#)

December 2021