

Rishma Mendhekar

Staff product designer streamlining complex workflows using AI, intentional problem solving, and collaboration.

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Crunchbase (B2B) – Staff Product Designer – AI Search Oct ‘24 – Present
Senior Product Designer March 2023 – October 2024

- Spearheaded AI integration redesign for Search, resulting in a 11% boost in paid plan trial starts, 2x weekly active users, and 4% increase in revenue.
- Generated 84% lift in user engagement with retention-driving features by re-imagining information architecture
- Drove 48% increase in registrations by streamlining registration flow and introducing data masking
- Shipped AI-driven features co-created with C-suite leaders and grounded in deep user research

Wanderlust Group (B2B) – Senior Product Designer Nov ‘22 – Mar ‘23

- Optimized performance insight dashboards for power users, enabling data-driven decisions and sales growth
- Led design of 0-to-1 mobile feature that digitized client tracking, replacing manual paper processes with on-site iPad/phone management and reducing time and errors
- Redesigned mobile and desktop design system in Figma and collaborated with front-end engineers to facilitate implementation

Lumanu (B2C) – Senior Product Designer – Mobile App Aug ‘21 – Nov ‘22

- Generated \$52K in revenue and 28% retention increase within 6 weeks of DTC mobile feature relaunch by implementing redesigns based on interviews, surveys, and usage data from freelance creators
- Led research-driven UX efforts for creator-facing iOS and Android FinTech app, collaborating closely with engineers and C-level execs on 0-to-1 features

Corvus Insurance (B2B) – Product Designer Jul ‘20 – Aug ‘21

- Facilitated and planned exploratory interview study with key user group to understand motivations and usage habits to inform future product work

Mentra (B2C) – User Experience Lead April ‘19 – Oct ‘21

- Led design of 0-to-1 hiring platform for neurodiverse job-seekers in collaboration with CEO and CTO
- Optimized design and research practice for trust, accessibility, and empathy for vulnerable users

Teaching + Talks

Collaborative Design

January – May 2020: Curriculum author and co-teacher for inclusive design course at Georgia Institute of Technology

World IA Day

Lightning speaker for WIAD Boston ‘21 WIAD Atlanta ‘19 about designing and developing for accessibility

Design

AI prototyping (Lovable)
Design systems
Native mobile design
Design systems
Wireframing
Interactive prototyping
Accessibility
Universal design
Journey mapping
Figma

Research

Collaborative design
Interviews
Surveys
Card sorting
Continuous discovery
Usability testing
Data analysis and organization
User Interviews (platform)
Dovetail

Facilitation

Stakeholder management
Participatory design workshops

Education

M.S. Human-Computer Interaction
Georgia Institute of Technology

B.A. Computer Science
Connecticut College