Rishma Mendhekar

Staff product designer using AI and scrappy user research to create simple and effective workflows.

https://rishma.co (pw: cheddar)
https://linkedin.com/in/rishma-m
rimendhekar@gmail.com

Crunchbase (B2B) – Staff Product Designer – AI Search and Retention
Oct '24 - Present

Senior Product Designer March 2023 - October 2024

- Generated 54% increase in retention driving actions and 10% increase in paid plan trial starts by translating filter-based search into AI-driven, natural language experience

- Achieved 84% increase in page visits to retention driving feature through information architecture redesign

- Drove 48% increase in registrations by redesigning registration flow and introducing data masking

- Published UI design and implementation standards for design and engineering teams in collaboration with front end engineering leadership

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

- Optimized B2B dashboard with performance metrics and data visualizations to facilitate product-led growth and awareness of product value in collaboration with product and sales leaders

- 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

- Lead iterative design and research process for native iOS and Android DTC project management and payments app by collaborating with engineers, product managers, and C-level stakeholders

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

- Optimized design and research practice for trust, accessibility, and empathy for vulnerable users

- Led design of 0-to-1 hiring platform for neurodiverse job-seekers in collaboration with CEO and CTO

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

Native mobile design
Design systems
Wireframing
Interactive prototyping
Accessibility
Universal design
Journey mapping
Copywriting
Motion design
Figma

Research

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