SAMIKSHA BORSE

Product Designer · UX Designer · Project Manager · AI Product Manager

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UX Designer specializing in user-centered product design, complex data-driven experiences, and AI-assisted design workflows. Skilled in translating ambiguous business and user problems into intuitive user journeys, information architectures, wireframes, and high-fidelity prototypes. Experienced in leveraging Figma AI and AI-assisted research synthesis to accelerate design exploration and prototyping. Focused on building trustworthy, explainable, and human-centered AI experiences through clear information hierarchy, transparent insights, and usability-driven iteration. IBM-certified in AI Product Management, with a strong interest in designing scalable enterprise AI products that simplify complexity and support informed decision-making.

DESIGN EXPERIENCE

Design Research Contributor · TheraFlo — Mental Health App · 2025 - 2026

Freelance Designer · UX Research · NDA Protected

- Conducted **secondary research and user insight synthesis** to frame pain points and problem statements for a confidential mental health application
- Delivered **research-backed design direction** translating user needs into actionable UX specifications for the product and design team
- Collaborated **cross-functionally with product and engineering** to ensure research findings were accurately reflected in early design and interaction decisions

UX Designer Spendsense · Expense Awareness Application · 2025

Freelance UX Designer · End-to-End UX Design · Application

- Designed **SpendSense**, a data-driven mobile application that transforms fragmented transaction data into contextual insights through intuitive information architecture, user flows, and user-centered UI design.Applied **AI-focused UX principles**—explainable insights, evidence-backed recommendations, data transparency, and user control—to design trustworthy, intuitive experiences that support informed decision-making.

UX Designer & Product Lead · Plant Life — Mobile Plant Care App · 2024

Freelance UX Designer · End-to-End UX Design · Mobile App

- Leveraged **Figma AI** to accelerate wireframe generation across four key user flows, streamlining design iterations, and improving engineering handoff efficiency.
- Designed habit-driven onboarding and personalized reminders to improve user engagement, targeting **90% onboarding completion, 95% daily task adherence, and a 30% increase in DAU**.
- Iterated through **three rounds of usability testing**, refining interaction patterns and visual design based on user feedback and delivering detailed design specifications with QA-reviewed handoffs.

EDUCATION & CERTIFICATIONS

Bachelor of Design — Product Design · MIT Institute of Design, MIT-ADT University · 2021

Interaction Design · Design Thinking · Visual Communication · UX Research

Certifications: IBM AI Product Manager Professional · Google UX Design Professional · Google Project Management · Claude 101 and Introduction to Claude Cowork by Anthropic ·

CORE SKILLS & TOOLS

Figma AI · AI Research Synthesis (Claude / ChatGPT) · Interaction Design · Wireframing & Prototyping · Journey Mapping · Visual Design Language · Usability Testing & Design QA · User Research & Synthesis · Design Thinking · Information Architecture · Design Systems · Responsive & Adaptive Design · Heuristic Evaluation · Go-to-Market Thinking · Data-Informed Decision Making · Competitive Analysis Figma · Adobe XD · Miro · Agile & Cross-Functional Delivery · Product Road mapping · Feature Prioritization · AI-Powered Product Design · Generative AI & Prompt Engineering