

# Shivani Mehta

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## EXPERIENCE

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### Product Designer | *Teachable* (June 2025 – July 2026)

- Led the design of billing and upgrade experience for creator-facing monetization flows, driving a 56% increase in plan upgrades within 3 months and 10× higher offer redemptions during Black Friday vs. prior experiments.
- Designed and launched an adoption experiment in 4 weeks with zero engineering effort, using NotebookLM and Claude to synthesize research and generate design directions that surfaced underutilized features directly to trial users, driving a 28% conversion lift.
- Redesigned user onboarding around a "three clicks to value" framework, taking setup completion from ~30% to 90%+ and lifting seller activation by 10%.
- Synthesized 15+ user research initiatives, including user interviews and competitive audits, in 2 hours instead of days using an AI, turning findings into actionable hypotheses translated directly into design explorations.
- Stepped in during a gap in PM ownership for the Monetization & Retention pod, co-owning the quarterly roadmap with an engineering partner, scoping experiments, defining success metrics, and prioritizing initiatives to keep the pod's work moving forward.
- Led Teachable's AI Guild, building shared Claude workflows via a GitHub repo that shortened the stakeholder feedback loop from 7 days to 2 days, letting teams get input on early concepts faster and iterate sooner.

### Product Designer | *Ascension* (August 2024 – June 2025)

- Designed a mobile-first provider comparison tool for a fragmented, high-stakes healthcare decision flow, driving a 23% higher appointment booking rate and a 35% reduction in time from search to booking.
- Collaborated with design systems engineers to build the comparison table as a reusable component, later adopted by 3 other teams and established as a core pattern in Ascension's design system.
- Led information architecture restructuring across web and mobile to simplify a fragmented, decision-heavy healthcare flow.

### Product Designer | *Think WhyNot Group* (September 2022 – July 2023)

- Designed India's first metaverse-native Shopify commerce experience, translating complex XR, Web3, and NFT ownership models into consumer-friendly shopping flows that drove a 44% increase in sales.
- Partnered with XR engineers and 3D artists to prototype immersive experiences, using rapid iteration and cross-platform usability testing to ship production-ready designs on tight timelines.

### UX Designer | *ProCreator Solutions Pvt. Ltd.* (September 2021 – August 2022)

- Redesigned an influencer sign-up flow using mobile-first, behaviorally-optimized UX (urgency cues, social proof, exclusivity framing), boosting creator sign-ups by 80% within 6 months.
- Designed an influencer management platform for cross-platform audience engagement and conducted user interviews, competitor audits, and usability testing to realign the product's value proposition with creator goals, contributing to a 65% increase in brand collaborations.

## SKILLS

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**AI-Native Design & Prototyping:** Claude Code (shared-repo workflows, custom skills), AI-Assisted Prototyping, Prompt Engineering, Vibe Coding, Interactive Artifact Building

**Research & Analysis:** Qual & Quant User Research, Jobs-to-be-Done, Usability Testing, Heap, Google Analytics

**Tools & Platforms:** Figma, Claude Code, NotebookLM, Descript AI, Pendo, Braze, Lyssna, Webflow, Intercom, Miro

**Collaboration & Leadership:** Cross-Functional Pod Collaboration, Workshop Facilitation, Design Ops, Stakeholder Alignment, Product Thinking, AI Guild Leader

## EDUCATION

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**MS in Human-Computer Interaction** | Pratt Institute, NYC

**BE in Computer Science** | Mumbai University