

TRISHA SOLANKI

Enterprise Product Designer · Operational UX · Design Systems · Complex Workflows

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PROFILE

Enterprise Product Designer with a background in Business Analysis, specializing in B2B operational systems, internal tools, and workflow-heavy enterprise platforms. Experienced in translating business constraints, technical requirements, and stakeholder alignment into scalable systems and user-centered product experiences across complex enterprise environments. Focused on design systems, operational efficiency, usability research, and building structured UX architectures for complex products. Experienced in iterative design, discovery, and cross-functional delivery within workflow-heavy product ecosystems.

EXPERIENCE

UI/UX Designer · Panago Pizza

Jan 2023 – Present

Vancouver, Canada

- Led end-to-end product design and iterative delivery of a 6-module enterprise internal platform supporting scalable multi-location operations and cross-functional workflows across Canada, used daily by hundreds of staff across Canada to standardize workflows and reduce operational coordination overhead
- Architected a multi-product design system across 20+ Figma files and 100+ pages - standardizing a 13-style type scale, semantic color tokens, and reusable component patterns across 6 enterprise products, reducing design duplication by an estimated 20% and improving cross-functional delivery efficiency
- Redesigned the Driver Delivery App through field research and usability testing, streamlining task-completion flows and accelerating delivery operations through improved information hierarchy and reduced interaction steps
- Introduced usability testing protocols from scratch, recruiting internal users, running moderated sessions, and documenting findings as structured decision logs to improve discovery and stakeholder alignment across teams; shortened stakeholder feedback cycles from 3-4 rounds to 1-2 by moving to interactive Figma prototypes
- 30% brand consistency improvement via Figma Variables and a single source-of-truth component library adopted across 20+ product surfaces
- Led cross-functional prioritization workshops with engineering, operations, and business stakeholders, aligning product strategy, feature prioritization, and implementation requirements across teams

Business Analyst · Panago Pizza

Jul 2021 – Dec 2022

Vancouver, Canada

- Reduced project delays by 25% through structured user stories, BRDs, and process flows that supported agile collaboration between engineering and business teams
- Bridged IT and design, translated technical constraints into UX requirements and unblocked two product launches stalled on misalignment; BPMN and UML process maps produced here became the structural foundation for user flows designed later as a UI/UX Designer
- Facilitated stakeholder alignment sessions across engineering, IT, and operations teams during product lifecycle planning and implementation

INDEPENDENT WORK

Founder & Design Researcher · UXperiment

Oct 2025 - Present

UX research and design practice focused on enterprise systems, sustainable digital experiences, and AI-assisted design workflows.

- Conducts research on sustainable UX practices, operational efficiency, and scalable interface systems
- Explores intersections of HCI, accessibility, AI-assisted workflows, and environmentally conscious digital design
- Develops UX audits, frameworks, and design methodologies focused on reducing friction in complex digital systems

RECOGNITION

UX Design Awards — Nominee · IDZ International Design Center Berlin

2025

Nominated for HealthLink, a patient-centered healthcare platform focused on accessibility, usability, and simplified medical record management. Achieved 91% user clarity approval during usability evaluation.

Valedictorian — Highest Academic Record · Matrix College of Management Technology & Healthcare

2019

Highest academic record in institution history.

SKILLS

Product Design

Enterprise UX, Product Design, Operational Workflows, Interaction Design, Product Strategy, Feature Prioritization, Scalable Systems, Design Systems, UX Architecture, Information Architecture, Accessibility

Research & Strategy

Usability Testing, Stakeholder Workshops, Workflow Analysis, Systems Thinking, Product Prioritization, Service Design, Discovery, Stakeholder Alignment, Agile Collaboration

Tools

Figma, FigJam, Framer, Jira, Confluence, Tableau, Power BI, Google Analytics

Technical

UML, BRDs, BPMN, Requirements Engineering, User Stories, HTML/CSS

AI

AI-assisted design workflows (Claude, ChatGPT, Figma Make)

EDUCATION

UI/UX Associate Certificate

Emily Carr University of Art and Design, Vancouver, BC, Canada

Mar 2023 – Jun 2025

Interaction design, user research, accessibility, HCI, sustainable design

Advanced Diploma in IT Business Analysis

Montreal College of Information Technology, Montreal, QC, Canada

Jan 2020 – Dec 2020

Systems analysis, requirements engineering, process modelling

Advanced Diploma in Software Testing

Matrix College of Management Technology and Healthcare, Montreal, QC, Canada

Jan 2019 – Jan 2020

Graduated Valedictorian - highest academic record in institution history

Bachelor of Computer Engineering

Gujarat Technological University, Gandhinagar, India

Jul 2014 – May 2018