Ishani Koul

Product Designer

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ABOUT ME

A Product Designer with 3+ years of experience, focused on creating digital experiences that are *humane* by design. I've worked on multiple projects from concept to completion and helped take brands from zero-to-one.

EDUCATION

Masters of Professional Studies

Communication Design

Parsons School of Design, New York

Bachelors of Engineering

Computer Science

K.S. Institute of Technology, Bengaluru

CERTIFICATION

Google UX Design Certificate

Coursera

Fundamentals of UI/UX Design

Udemy

SKILLS & TOOLS

Interaction Design

Visual Design

User Research

UX Audit

UX Flows and User Journey

Design System

Figma

Adobe Creative Suite

Miro

Microsoft Office Suite

WORK EXPERIENCE

Product Designer | Parallel HQ

Bengaluru | June 2021 - December 2023

Savii | B2B2C

- Collaborated with founders and product team to create a financial product from zero-to-one.
- Conducted extensive competitive and user research including multiple interviews to identify the problem spaces and opportunities for growth.
- Led the design and launch of a comprehensive website revamp, improving user experience and aligning the interface with modern design standards.

Delhivery (Warehouse Management System) | B2B SaaS

- Redesigned the existing warehouse management system in collaboration with the product team, conducted multiple on-site interviews, and revised on-ground process flows accordingly.
- Enhanced product features and optimized process flows, achieving an 80% improvement in warehouse efficiency, while transitioning the product to a service-based offering.

Delhivery (HR Management System) | B2B HRM

- Directed and delivered a MVP from research and UX flows to wireframes, UI design, and prototypes, creating an impactful and user-friendly HR management tool for off-role workers.

Onestack | B2B SaaS

- Developed the mobile application and website for a white-labelled financial product, aiming to revolutionize the banking experience for the next billion users in India.
- Collaborated with the founder and was part of the initial team that guided the product from zero-to-one.

Systems Engineer | Infosys

Remote | Dec 2020 - May 2021

- Worked with cross-functional teams to analyze requirements and design technical specs, resulting in successful deployment of enterprise applications and improved client operational efficiency.

UX Designer | Miskaa

Remote | Aug 2020 - Oct 2020

- Facilitated product discovery and led the zero-to-one discovery and design of a recipe generating app for Indian users.
- Conducted comprehensive research and ecosystem mapping to identify target user groups using quantitative and qualitative data from surveys and user interviews to inform recommendations.