

RHEA MITTAL

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Product Designer with experience in B2B and B2C products, from 0-1 builds to scaled systems. Skilled in complex workflows, user research, design systems, designing for accessibility (WCAG 2.2), and data-intensive interfaces. I build with AI-powered tools using AI-powered tools and publish a UX trends [blog](#).

WORK EXPERIENCE

Product Designer August 2025 - May 2026
Salesforce Trailhead | Capstone

Co-led product strategy and design initiatives for Trailhead to identify and explore engagement opportunities for retention. Won the People's Choice Award for this project.

- Ran user research operations for a 7,000+ user metadata pool, screening participants for qualitative studies and supporting high-quality data collection.
- Designed and tested 3 functional prototypes using React, integrating LLMs, databases, and APIs to build an AI workspace that 6 of 8 users chose over ChatGPT in live testing.
- Facilitated bi-weekly design critiques with product managers, AI researchers, and engineers, translating research insights into actionable requirements and iterating on high-fidelity prototypes based on stakeholder feedback.

UX Design Intern October 2025 - December 2025
CliquePrize

Led end-to-end product design for a B2B marketing platform, enabling small business owners to launch and run promotional campaigns.

- Increased CTR by 24% by redesigning the company's landing page, establishing a visual hierarchy that prioritized CTAs, the download app, and pricing details, reducing friction for SMB owners navigating the website.
- Designed 15+ components for a design system, established UI patterns, redesigned the landing page, and reduced design-to-development handoff time by 60% by balancing business requirements and enabling faster iteration aligned with SMB needs.

Product Designer September 2022 - February 2023
Accenture | Partnership Project

Sustainable urban mobility and generational design research project in partnership with Accenture.

- Led 50+ contextual interviews across 4 different cohorts to identify mobility pain points, synthesizing qualitative insights to inform SDGs-focused speculative design for the future of transport.
- Received contract role offers from Accenture's design team based on project quality and client satisfaction, with demo-ready concepts built using DALL-E 2 and GPT-3 for ideation.

Founding UI/UX Designer March 2021 - August 2021
TechGuy

Led 0-1 product design for a B2C on-demand home services app connecting customers, technicians, and operations.

- Increased booking completion rate by 20% by designing a streamlined service request flow for a B2C mobile app with a real-time service provider matching interface, conducting usability testing with 10+ technicians to optimize job acceptance workflow.
- Reduced design-to-implementation cycles by 30% by collaborating with a 4-person design team, establishing agile workflows, and creating production-ready specifications that enabled faster development iterations.

EDUCATION

Master's of Science in Human Computer Interaction Indiana University Indianapolis, Indiana
August 2024 - May 2026

Bachelor of Design in Human Centered Design Srishti Manipal Institute, Bangalore
August 2020 - May 2024

ACHIEVEMENTS

1st Place Hackathon Winner December 2025
• Won 1st place at the ElevenLabs Hackathon by designing and building StageReady, a conversational AI app for public speaking confidence using ElevenLabs, CodeRabbit, and Lovable, delivering a functional demo.

Shipped LinkedIn Chrome Extension | Draggit November 2025
• Conducted user research that pinpointed a friction point within the LinkedIn connection feature, which led to designing and shipping a Chrome Extension with 25+ users and 5-star reviews, built with Claude, Cursor, and Figma, that directly informed design adjustments enhancing usability.

SKILLS & CERTIFICATIONS

Wireframes, Interaction Design, Visual Design, AI UX, Data Visualization, Information Architecture, Service Design, Systems Thinking, A/B Testing, Competitive Analysis, Usability Testing, Sketch, HTML, CSS, JavaScript, SwiftUI, React, Figma, Cursor, ChatGPT, Vercel, Replit, Lovable, Framer, Notion, Adobe Suite, Photoshop, Illustrator

[GenAI Essential Skills](#) July 2025
[Social & Behavioral Responsible Conduct of Research \(CITI\)](#) August 2024
[Elements of Basic Design: Design Principles and Software Overview](#) December 2021