

## JAHNAVEE MEHTA

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### PERSONAL PROFILE

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- Senior Product Designer with 7+ years of experience, designing, building, and owning the full loop.
- Combining software engineering background with my deep design craft and AI-accelerated workflows to bridge product, design, and engineering seamlessly, drastically minimising traditional handoffs.
- Problem-solver using first principles, driving measurable outcomes, deploying rapid experiments, and evolving scalable design systems in fast-paced, cross-functional environments.
- Working in FinTech, I navigated complex FCA guidelines and legal terms, designing experiences that overcome inherent user distrust. I ensure financial products feel secure, accessible, and trustworthy.
- Aligning compliance with user-centric growth and articulate design rationale to leadership.

### TECHNICAL SKILLS

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- **Building with AI:** Cursor, Claude Code, Figma Make, agentic prototyping, conversational and AI-assisted design workflows.
- **Design & prototyping:** Figma (expert), rapid prototyping, responsive web.
- **Design Systems:** Design tokens, variants-first component libraries, documentation.
- **UX Process:** User Interviews, Usability Testing, Journey Mapping, Information Architecture and sitemaps, End-to-end user journey mapping.
- **Accessibility:** WCAG 2.2 compliance, inclusive design principles.
- **Project Management & Collaboration:** Agile (Scrum), JIRA, Confluence, Miro.

### WORK EXPERIENCE

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#### Product Designer, Chip (*Fixed Term Contract*)

Sep 2025 – Jan 2026

- Led the end-to-end design of a complex 'Targeted Support' financial framework to meet April 2026 FCA mandates, collaborating directly with the Chief of Product to translate strict policy requirements into compliant, confidence-building journeys successfully drafted for submission.
- Designed onboarding and funding flows that resolved 12 friction points, and partnered with research and analytics to conduct usability tests, achieving a 90% task success rate—measuring weekly progress by user outcomes and metrics moved, not screens delivered.
- Extended the design system with scalable, trustworthy UI components, leveraging AI-assisted tools (Figma Make, Cursor) to accelerate cross-team delivery by 40%.
- Owned the full loop for the "Rewards" module redesign—from initial concept to pushing the final code—cutting user friction by 30% with a clearer, more intuitive journey.

#### Senior UX Designer, Qalhata Technologies

Mar 2024 – Apr 2025

- Built and scaled a comprehensive design system from the ground up, ensuring high standards for craft while streamlining design-to-engineering implementation.
- Conducted rapid, iterative experiments, continuously refining product-market fit based on continuous qualitative interviews and measurable adoption metrics.
- Presented stakeholders with actionable insights to inform design decisions, leveraging usability findings to pivot onboarding strategies and design more intuitive recipient creation workflows.
- Championed the user voice across product and engineering, pressure-testing ideas and iterating quickly without waiting for absolute clarity.

#### UX Designer, Simform Software LLP

Oct 2020 – Nov 2022

- Delivered end-to-end design experiences across five B2B and B2C SaaS products, spanning responsive web portals, dashboards, and native mobile apps.
- Built WCAG-compliant interfaces and scalable pattern libraries, fostering inclusivity by design.
- Partnered with developers, ensuring feasibility and high-quality implementation of complex interactive prototypes, from lo-fi wireframes to complex, hi-fi interactive prototypes to validate concepts early.
- Mentored designers on Figma and design system adoption, improving team consistency and craft.

#### UX Designer, Cognizant Technology Solutions

Feb 2018 – Oct 2020

- Delivered a modernised UI for Medidata, a large-scale regulated healthcare platform, improving operational efficiency 70% across complex user journeys.
- Pioneered conversation design for Kohl's retail IVR systems, overhauling the information architecture to lift customer self-service 40%.
- Validated features and interaction models through targeted user surveys and usability tests.

## EDUCATION & CERTIFICATIONS

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- **BTech Computer Engineering** – Nirma University Jul 2013 – Jun 2017
- [Storytelling for UX | LinkedIn](#) Feb 2023
- [Human-Computer Interaction | Interaction-Design Foundation](#) Dec 2021
- [Mobile User Experience | Interaction-Design Foundation](#) Apr 2022
- Introduction to User Experience Design | Coursera Jun 2020

## SPEAKING & COMMUNITY INVOLVEMENT

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- Speaker at **Women of Silicon Roundabout** (2024) – delivered a talk on *Robots vs UX Designers*.
- Speaker at **Women in Tech York** (2024) – delivered a talk on *Navigating the AI revolution in UX Design*.
- Delivered workshops on Figma designing to foster skill-building in the community.
- Volunteered at LEEDS 2023 Cultural Festival, honing communication and organisational skills through crowd management and attendee support.