

Mithravinda Kalpetta Gramathil

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SUMMARY

Product Designer with 6+ years equivalent experience (MS + 4 years) driving measurable impact through research collaboration, 0-to-1 product design, and cross-functional work with Product, Engineering, and Research teams. Increased tool adoption from 23% to 100% at FAIC, enabled platform expansion to 150K+ blue-collar workers at AamDhanE, and shipped a complex fintech MVP in 3 months. Skilled in end-to-end design, user research, design systems, and translating insights into products that ship.

SKILLS

- **Design:** User Centered Design, Information Architecture, Wireframing, Prototyping, Design Systems, Data Visualization, Responsive Design, Visual Storytelling, Accessibility Guidelines (WCAG)
- **Research:** User Research, Usability Testing, Journey Mapping, Contextual Inquiries, Survey, Behavioral Analysis, Persona Building, A/B Testing, Heuristic Evaluation, Competitive Analysis
- **Tools & Technologies:** Figma, FigJam, Adobe CC (XD, Illustrator, Photoshop, AfterEffects), Miro, Fusion 360, HTML/CSS (basic), AI-assisted Design & Prototyping tools (Figma AI, Claude, Generative UI tools)

EXPERIENCE

Foundation for Advancement in Conservation

Sep 2024 - Sep 2025

UX Designer - Boston, MA (remote)

- Collaborated with research team and product stakeholders to redesign Carbon Calculator, increasing engagement 50%.
- Improved user retention by 77% by designing and shipping high-quality product improvements through iterative prototyping, high-fidelity UI, and cross-functional collaboration aligned with user feedback and product goals.
- Developed design roadmap and user journey maps to guide feature prioritization.
- Improved comprehension and reduced support inquiries by 60% by creating instructional manuals with concise visual storytelling.

AamDhanE

Apr 2021 - Oct 2021

UI/UX Designer - Delhi, India

- Led user research (contextual inquiries, usability studies) with blue-collar workers to design mixed-language accessibility solutions, expanding adoption among non-English speaking users by 20% and reaching 150K+ workers across 8 states.
- Achieved a 15% increase in engagement and a reduction in user errors by redesigning key UI screens with enhanced workflows.
- Increased user interaction quality and satisfaction by 35% by conducting usability testing, A/B testing, and iterative design improvements.
- Delivered 200+ high-fidelity mobile UI screens and interactive prototypes weekly in Figma, elevating design quality through strong composition, typography, and layout.

Finiso

Sep 2020 - Dec 2020

Founding UI/UX Designer - Delhi, India

- Owned 0-to-1 product design for fintech startup, defining end-to-end experiences across 200+ mobile app screens combining social networking, stock trading, and an educational marketplace.
- Strengthened product trust and consistency by building a scalable design system and information architecture for complex multi-stakeholder workflows.
- Defined design strategy and roadmap for 0-to-1 product across 3-month sprint cycle and rapid prototyping, facilitating faster concept validation and enabling quicker decision-making for stakeholders

Folkland International Centre for Folklore and Culture

May 2020 - Jul 2023

UI/UX Designer - Kerala, India

- Increased website traffic by 20% by planning and conducting contextual inquiries, interviews, and usability testing for a comprehensive redesign
- Increased participation by 40% among rural audiences by executing research and UX strategy focused on bilingual access and user needs, using people-centered visual storytelling and clear messaging.
- Increased community outreach effectiveness by 15% by presenting research findings and design recommendations to the leadership using structured thinking and clear storytelling.

EDUCATION

Northeastern University

Dec 2024

MS, Experience Design, HCI

- Achievements: Dean's Graduate Merit Scholarship

Delhi Technological University

May 2022

B.Des, Interaction Design