Ishaan Bose

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Education

University of California, San Diego   La Jolla, CA
Bachelor of Science, Cognitive Science, Design and Interaction
June 2023

Experience

HashiCorp   Remote
Associate Product Designer   July 2023 – Present
- Led end to end audit and redesign of onboarding to Terraform Cloud, HashiCorp's largest cloud product with over 200k users, resulting in **2x** faster time to value, and **4** less clicks.
- Championed product led growth motion for Terraform Cloud, advocating for personalized onboarding and increasing engagement with high value features by **35%.**

HashiCorp   Remote
Product Design Intern   June 2022 – December 2022
- Proposed idea for image usage insights for HCP Packer through end-to-end product development cycle, delivering research documents, PRDs, and iteration through low fidelity mockups to high fidelity prototypes.
- Conducted 4-week long initiative to establish the foundation for user research on HCP Packer, HashiCorp's source available tool to provision machine images.

Demandbase   Remote
UX Designer   March 2021 – June 2022
- Worked closely with product managers and engineers as sole designer on Ecosystem team. Shipped 3 features in 6 months.
- Redesigned account list creation and SFDC integration leveraging advanced selectors to pull and push info to Salesforce resulting in less support tickets, and improving load times by **40%** through smarter querying.
- Designed and managed global table update to focus on improved information architecture resulting in a **77%** increase in time on page, and **45%** more active users.
- Shipped feature of cross campaign comparison to contextualize information and create a story for consumption.

Institutional Shareholder Services   Remote
UX/UI Design Intern   October 2020 – March 2021
- Created user flows to match user stories in an agile team for data dense ESG investing platforms to improve discovery through intuitive architecture.
- Directed push for accessibility on Design System by testing for color blindness to cover for **100%** of the user set.

Skills & Interests

Technical: HTML, CSS, JavaScript, SQL
Design: Product Led Growth, Figma, Sketch, Adobe XD, Design systems, Visual design, Interaction design, User flows, Affinity maps, Cognitive ethnography, Accessibility, Heuristics, Wireframing, Design QA,
Research: User testing, Journey mapping, Contextual inquiries, Personas, Qualitative research