Ishaan Bose

Product designer passionate about simplifying complex problems in data dense applications.

Experience

HashiCorp   06/2022 - 12/2022
Product Design Intern

- Spearheaded project on informative messaging on tier visibility and integrations through product led growth resulting in **20%** more downloads on Packer through Terraform, and **7%** more DAU.

- Shipped image usage insights for HCP Packer through end to end product development cycle, delivering research document, PRD, and high fidelity mockups.

- Created journey maps and competitive docs to create a foundation for research at HCP Packer.

- Redesigned navigation in Terraform Cloud to unify visual design across HashiCorp's products.

Demandbase   03/2021 - 06/2022
UX Designer

- 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 contact info to/from Salesforce resulting in less support tickets and improving load times by **40%** through smarter querying.

- Led redesign of 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   10/2020 - 03/2021
UX/UI Design Intern

- Created user flows to match user stories in an agile team for data-dense ESG platforms to improve discovery through intuitive architecture.

- Led push for accessibility on Control Design Kit by testing for color-blindness behavior to cover **100%** of the population set

Contact

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Education

University of California, San Diego
BS. Cognitive Science
Spec. in Design and HCI
Grad: June 2023

Community

Design for America
Studio & Team Lead

Product Space
Product Design Fellow

Skills

Tools
- Sketch, Invision
- Figma
- HTML, CSS, JavaScript

Design
- Design Systems
- Visual Design
- Interaction Design

UX
- User Flows
- Affinity Mapping
- Cognitive Ethnography
- Accessibility
- Heuristics
- Wireframing

Research
- User Testing
- Journey Mapping
- Contextual Inquiry
- Personas
- Qualitative Research