

# Geetha Pai

## Senior Product Designer

PORTFOLIO

geethapai.com

CONTACT

✉ hello@geethapai.com

LinkedIn [linkedin.com/in/geethapai](https://linkedin.com/in/geethapai)

### SUMMARY

- Seasoned product designer experienced in enterprise SaaS, healthcare, climate and IoT. Experience leading feature development and design Ops.

### PROFESSIONAL EXPERIENCE

#### Senior Product Designer, Independent 2014 - present

**Services:** Designing for web and mobile, creating high-level information architecture, user flows, wireframes, high fidelity designs, prototypes, conducting user research and high-level UX heuristic audits and analyses.

As of Fall 2023, I am also part of Leafr Climate Freelancing, which a platform connecting companies fighting climate change with freelance consultants.

#### Senior Product Designer, Poll Everywhere April 2021 - July 2022

Spearheaded design, making company-wide decisions on behalf of Design.

- Designed and systematized new core UI patterns to reduce customers' learning curve across the product. Implemented new patterns during product feature development projects.
- Identified new features and needed improvements within the product. Proposed design solutions to Director of Product as a way to pitch new projects for the feature roadmap to help our customers meet their goals.
- Engaged in continual scope refinement with Director of Product and engineering colleagues on new feature projects to determine achievable design and implementation within 6 week timeframes.
- Researched new tooling to improve design work flows and collaboration with engineers and PMs to help colleagues deliver better work.
- Collaborated with CTO, Director of Product, engineering and PM colleagues to make decisions for a new tech stack overhaul.
- Mentored new product designer around design processes, the design system and product design. Overhauled product design hiring process for remote-centered environment.

#### Product Designer, Poll Everywhere June 2019 - April 2021

Lead designer on product features that led to a major product overhaul. Within embedded product teams, delivered end-to-end design solutions from research, concept, validated designs to production.

- Redesigned core features for presenters, such as the presentation controls and designed new enterprise-level features for administrators to manage users on their accounts.
- Conducted a full-scale responsive redesign of the company's plans page from best-practices research to design iteration to validated designs to production launch. The new plans page increased payments by 32% and increased product sign-ups by 62%.
- Launched a new design system for the company in collaboration with design and engineering teams. Conducted on-going design research to establish improved components and UI patterns, as well as design system documentation to improve collaboration across design and engineering.

## **UX Designer, Favorite Medium** April 2015 - August 2017

Responsible for product design - from user research to heuristic analyses to wireframes and prototypes to production. Designed a range of cutting-edge mobile, web and IoT-based products. Collaborated project managers, engineers and internal client stakeholders using an Agile process to build and launch products.

- **IoT product design:** Conducted user research and created design solutions related to body sensors for disease-condition management, solar battery power deployment, edge devices in physical spaces and biometrics security management.
- **Startup MVP development:** Worked closely with startups to design and test a clean-tech incubator management tool, an auto-repair education platform, sommelier training app and other products.

## **UX Design Apprentice, Fresh Tilled Soil** 2014

Responsible for conducting user research, designing site architecture, user flows and wireframes for a number of products, including a major bank's new mobile banking app.

## RELATED PROFESSIONAL EXPERIENCE

### **Web & Program Consultant, Harvard University** 2013

Assessed Harvard-designed technical assistance website targeted to local after-school programs. Recommended a redesign, highlighting usability improvements. Developed user-centered strategy on scaling the website based on user needs.

### **Director, Community Impact, United Way of Massachusetts Bay** 2007 - 2012

Designed and directed childhood mental health initiatives based on community needs.

- Directed \$5 million allocation process for 3-year funding cycle review for portfolio of agencies. Using evidenced-based human development research, developed strategy, priorities and key performance indicators.
- Led multi-pronged statewide messaging campaign. Facilitated collaborative effort for messaging across Massachusetts.
- Managed multiple collaborative projects with large institutions, such as: Harvard University, Pew Charitable Trusts and the Massachusetts Department of Early Education and Care.

### **Curriculum Design Consultant & Graduate Research Assistant, Families First Parenting Programs** 2006 -2007

### **Graduate Research Assistant, Inflexxion Inc.** 2005

## EDUCATION

### **Tufts University** Master of Arts in Child Development

**Tufts University** Bachelor of Arts in International Relations  
Minor: Art History  
Distinction: Magna Cum Laude

### **Universidad Autónoma de Madrid** Year abroad

### **Startup Institute, Boston** Product & Design

## PARTIAL CLIENT LIST

Abbott Diabetes Care, Animal Equality, Eastern Bank, Los Angeles Cleantech Incubator, PayPal, Play-well TEKnologies, Steelcase, Sunverge, United Planet.

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## LINKEDIN RECOMMENDATIONS

"I had the pleasure of working with and managing Geetha for over two years. She is an extremely hard working, talented designer who always tries to put the users first. Geetha is also a great collaborator and flexible team member who can be depended on in crunch time. If you think design can help make your product better, and your product can help make the world better, then I suggest you get in touch with Geetha."

- Andy Pratt, Creative Manager, Google

"Geetha's energy and enthusiasm are infectious! She is a life-long learner, whose curiosity is probably impossible to satiate. She brings broad perspective and empathy to any problem and is a fantastic collaborator. To me, these are some of the most important qualities in a Designer, Researcher, Strategist and Advocate, let alone teammate."

- Brett Webb, VP of North America, Favorite Medium

Reference contacts supplied on request