

# Geetha Pai

PRODUCT DESIGNER

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Seasoned product designer with 9 years of experience shipping end-to-end design solutions, constructing design systems, refining design processes and collaborating cross-functionally to successfully launch products.

Experience building products for enterprise SaaS, IoT, climate and healthcare.

## EXPERIENCE

### Senior Product Designer, Independent San Francisco, CA (Remote)

2014 - PRESENT

Providing a combination of product design and strategic input to companies. My clients have hired me to:

- Restructure and streamline website information architecture to help user better navigate products.
- Design and standardize a design system for page layouts across products.
- Conduct UX website audits, summarize findings and offer redesign recommendations.
- Conduct research for potential early stage user groups.
- Direct and lead early initial product ideation.
- Lead design exercises with the public to garner community design input.

Clients: Play-Well TEKnologies, United Planet, early stage start-up MetaMoo, Inc, as well as pro-bono work for Oakland Digital (renamed Bridgegood).

### Senior Product Designer, Poll Everywhere San Francisco, CA (Remote)

APRIL 2021 - JULY 2022

Lead designer on feature development, information architecture and design strategy for live audience engagement tool. Spearheaded design, making company-wide decisions on behalf of the design team.

- Revamped 90% of the product with design, engineering and PMs.
- Designed and systematized new core user flows to reduce the learning curve across the product for our 4 million customers, such as redesigning how polls are managed and sorted. Shipped continual design improvements with each release.
- Identified new features and needed product improvements. Created conceptual designs for cross-collaborative discussions regarding proposed projects and design strategy.
- Engaged in on-going scope refinement with Director of Product and engineering colleagues to determine achievable design and project implementation within 6-week timeframes.
- Researched new tooling to improve design work flows and cross-team processes to help colleagues deliver better work.
- Mentored new product designer around design processes, the design system and product design. Overhauled product design hiring process for remote-centered environment.

## SKILLS, METHODS & TOOLS

UX & UI

Heuristic Evaluation

Prototyping

Information Architecture

Competitive Analysis

Design Strategy

Roadmap Prioritization

User Interviewing

Usability Testing

Design Research

Design System Creation

Design Documentation

Design Ops

Figma

HTML & CSS

Mentoring Designers

## PAST VOLUNTEER PRO-BONO PROJECTS

Design Mentor, Bridgegood

● Oakland Digital Design Thinking Workshop @ Google.org

## **Product Designer, Poll Everywhere** San Francisco (Remote)

JUNE 2019 - APRIL 2021

Lead designer on multiple new features. Within embedded product teams, delivered end-to-end design: from research to wireframes to high-fidelity designs to usability-tested, validated designs to production testing.

- 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%.
- Redesigned and shipped core features for presenters, such as the presentation controls, and designed new enterprise-level features for administrators to manage users on their accounts.
- Launched a new design system for the company in collaboration with design and engineering teams. Conducted on-going design research to establish improved design language and components based on usability principles. Created design system documentation to improve collaboration across design and engineering.

## EDUCATION

### **Tufts University**

MA in Child Development  
(Psychology)

### **Tufts University**

BA in International Relations  
Art History minor  
Magna cum Laude

### **Universidad Autónoma de Madrid**

Year abroad

### **Startup Institute Boston**

Product & Design

## **UX Designer, Favorite Medium** Oakland, CA + Worldwide (Remote)

APRIL 2015 - AUGUST 2017

Designed and shipped a range of cutting-edge mobile, web and IoT-based products. Engaged in Agile product development cycle to launch products in collaboration with project managers, engineers and internal client stakeholders.

- 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.

Clients: Abbott Diabetes Care, Animal Equality, Los Angeles Cleantech Incubator, PayPal, Steelcase, Sunverge and many others.

## **UX Design Apprentice, Fresh Tilled Soil** Greater Boston Area

MARCH 2014 - JUNE 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.

## TRANSFERABLE EXPERIENCE

### **Director, Community Impact, United Way of Massachusetts Bay** Boston, MA

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 multiple collaborative projects with large institutions, such as: Harvard University, Pew Charitable Trusts and the Massachusetts Department of Early Education and Care.