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 in enterprise SaaS, climate, healthcare and IoT.

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 enterprise SaaS 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 based on business goals. 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 workflows 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.

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 cycles 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.

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