

# Ishani Pandey

Toronto-based Product Designer with 3+ years of experience

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## Experience

### Ontario Digital Service

Experience Design Co-op  
September'23 - Ongoing

- **User Research | Human Rights Tribunal Ontario** - Conducted user research initiatives to understand experiences of both public users and internal staff during the application process. **Formulated and executed a user research plan**, overseeing recruitment for both internal and external participants. Conducted semi-structured interviews using a trauma-informed approach, ensuring sensitivity and empathy in the data collection process.
- **UI/UX Revitalization | Province-Wide Tax Compliance Verification Services** - Revamped interfaces for tax compliance verification services across the province, **addressing user pain points and improving efficiency**. Utilized the **ODS design system** for scalability and adaptability. Led the development of an alpha prototype for upcoming Digital First Assessment.
- **Research and Design | Archives of Ontario Modernization Project** - Focusing on improving the user experience of searching and finding data. **Currently crafting a comprehensive research plan, employing surveys, interviews, heat mapping, competitor analysis, and customer service logs** to map out user pain points on the existing website.
- **Led Primary User Research** based on Telemetry trend analysis patterns of **Copilot (AI Assistance) features** in Dynamics 365 Customer Service within a **6-week timeframe**. Developed a detailed research strategy and recruited users for conducting a study of the user experience, analyzing findings, and presenting actionable insights to stakeholders.
- **Synthesized research insights to expand the product scope within 2 weeks**. Proposed several new features for Copilot's utilization in the Dynamics tool to various Team leaders and PMs, contributing to user efficiency and feature accessibility.
- Led the UX design process and stakeholder meetings and for **improving features of two enterprise tools, delivering an end-to-end solution tailored for enterprise users within an 8-week timeframe**. Presented hi-fidelity mockups to Product Managers and Developers, adhering to accessibility and inclusive guidelines for enterprise tools.
- Re-developed and implemented a comprehensive set of atoms and molecules design elements to enhance the **design systems for Dynamics Customer Service**.
- **Research and Accessibility Lead | Severe Weather Risk Communication for Visually Impaired Project** - Lead the Severe Weather Risk Communication project, focusing on enhancing accessibility for visually impaired individuals. Conducted **heuristic analyses on diverse weather, map, and assistive technologies across various modalities**. Facilitated user workshops and interviews, and mentored a team of 5 students to develop a minimal viable prototype.
- **Co-Lead | Accessible Data Science in Medical Research Project** - Co-led a project focused on **accessibility in data science for medical research**. Formulated comprehensive interview protocols and surveys for data scientists and medical researchers. Managed documentation of ethics approvals from multiple boards to ensure project compliance.
- **Research Contributor | AODA Implementation Assessment** - Facilitating the development of **research plan and outcomes** of a multi-year project to **assess the implementation of the Accessibility** for Ontarians with Disabilities Act within post-secondary education, ahead of the legislation's review in 2025.
- **Led User Research and Development** of the firm's first UX app - Life Through Design. **Facilitated re-development** of the app's system design **within 4 weeks** to enhance the user experience by working on insights from data analytics from user testing. **Conducted user research, contextual inquiries, competitive benchmarking, and gap assessment** for various public domain projects.

### Street Lab, KMDI

Research Assistant  
Oct'22 - Ongoing

### Archohm Consults

Strategic Designer  
April'21 - August'22

## Education

### Master of Information User Experience Design

University of Toronto - Expected May'24

Led design conferences, and MISC council' 23 as **President**.

iSchool Program Ambassador for Faculty of Information and Researcher at Knowledge Media Institute for Design.

### Bachelor of Design Environmental Design and Systems

CEPT University - April'21

Awarded **Best Capstone Project Award at University Level** and **GICEA Gold Medal** for Thesis: Encoding Innovation in Interior Systems. Program Ambassador for Faculty of Design. Academic Secretary for Council'21.

## Volunteer

### MISC, iSchool, UofT

President  
Sept'22 - Ongoing

Responsible for overseeing all aspects of the Masters of Information Council, **leading its strategy and goals**. Served as the **Co-director of iConference 2023**, leading the MISC Executive team in the facilitation of research and **development working groups that focus on accessibility, diversity, and inclusivity**. Guiding and mentoring students from different departments at the University of Toronto.

## Skills

**Design Tools:** Figma, Sketch, Adobe Illustrator, Adobe XD, Photoshop, Invision, Webflow, After Effects, Framer, Power BI, Jira, Microsoft Office 365

**Design Skills:** Journey Mapping, Design Systems, Information architecture, Personas, Wireframing, Rapid Prototyping, Human Interface Guidelines, Wireframing, User Flows

**Research Skills:** User Research, Usability Testing, Persona Development, Heuristic Evaluations, A/B Testing, Diary Study, Data Visualization, Ethnographic Study