

Aarav Mehta

Product Designer · Research, systems & digital experiences

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PROFILE

Product designer turning complex workflows into clear, accessible digital experiences. Brings six years of experience across business finance and consumer products, from discovery and prototyping to design systems and delivery. Enjoys working closely with researchers, engineers and product teams.

SKILLS

User research · Interaction design · Figma · Prototyping · Design systems · Accessibility

EXPERIENCE

Product Designer | Studio North

2022 – Present

- Led the redesign of onboarding for a business finance platform, from journey mapping through detailed interaction design and engineering handoff.
- Built a shared library of 35 interface components with engineers, documenting interaction patterns, accessibility guidance and usage examples.
- Conducted 18 usability sessions with small-business owners and translated findings into simpler navigation and clearer account setup.
- Partnered with product managers to scope releases and review implementation quality across desktop and mobile experiences.

UI Designer | Form & Function

2020 – 2022

- Designed responsive websites and interactive prototypes for retail and education clients, working from early wireframes to launch-ready screens.
- Created reusable page patterns and documented visual standards to keep new features consistent across the product.
- Presented design explorations to clients and incorporated feedback from research, content and engineering teams.

PROJECTS

Open Transit | Independent design project

2023 – 2024

- Explored an accessible journey-planning experience for local bus commuters, with route comparisons and clearer service updates.
- Created a clickable prototype and tested key journeys with six commuters, refining map labels and route-selection patterns.

EDUCATION

B.Des. in Communication Design | Example Design Institute

2020