

Esha Mohol

UX/UI Designer and UX Researcher

Industrial Designer turned Digital Product Designer and Researcher with 3+ years of experience in user-centered design and user / market research. In pursuit of humanizing technology through meaningful digital experiences. Advocate of research backed, narrative led design.

Experience

UX Consultant — *Center of Digital Experiences, New York City*

AUGUST 2022 - PRESENT

- Collaborated with prestigious NYC based clients, such as the **Poster House Museum, New York Transit Museum, The New York Public Library, NYC Department of Consumer and Worker Protection.**
- **Delivered research findings and UX solutions** that enhanced the website experience, resulting in a notable **20-30% increase in conversions, click-through rates and task success rates.**
- Led and moderated over **50 user testing, in-depth interview, and eye-tracking sessions, and prototyped interactive, high-fidelity user interfaces** using Figma, aligning with Human-Centered Design (HCD) and visual communication principles.

DEI Graduate Assistant — *Office of Diversity, Equity and Inclusion, Pratt Institute, New York City*

AUGUST 2023 - PRESENT

- Engaged in projects for the Office of Diversity, Equity, and Inclusion, conducting research on **community Dialogues, contemporary diversity, equity, and inclusion trends, academic programming and support for BIPOC students** and other initiatives.
- Benchmarked **over 35 AICAD institutions** for on-campus student support and programing
- Analyzed data and developed campus-wide **DEI policies and resource guides.**
- Facilitated the **Center of Equity and Inclusion (CEI) administration** and served as an **advisor** for the **Student Diversity Advisory Board (SDAB).**
- **Developed event and marketing plans** and facilitated CEI events.

Design and Research Executive — *Lumière Business Solutions, Navi Mumbai*

JUNE 2021 - OCTOBER 2021

- Conducted **market research for 15 + businesses** across sectors like Banking, FMCG, Food and Beverage, Education, and Non-Profit.
- **Delivered consumer insights, marketing, and branding strategies** to Indian and multinational clients resulting in media and product launches.
- **Facilitated new product development workshops** using SCAMPER, resulting in successful product launches.
- Managed social media, website content, branding, and virtual events.

Design and Research Intern — *Lumière Business Solutions, Navi Mumbai*

JANUARY 2021 - MAY 2021

- Completed graduation project titled '**Multisensory Interaction Spaces in Modern Trade Retail,**' which aimed to create immersive and gamified retail experiences utilizing IoT technology to blend olfactory and audiovisual senses, leveraging contactless customer engagement for a global FMCG client.
- Gathered and analyzed **150+ quantitative and qualitative survey responses.**

Location: New York City

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Education

MS. Information Experience Design

Pratt Institute, New York City

AUGUST 2022 - MAY 2024

Digital Product Design, Information Architecture, Advanced Usability, Conversational UX Design, Practical Ethnography for UX, Digital Accessibility, Speculative Design, Museum Audience Evaluation

BDes. Retail and Exhibition Design

MIT Art and Design University, Pune

JULY 2017 - JUNE 2021

Retail Strategy, Service Design, Store Design, Branding and Visual Merchandising, Spatial Design, Event Design, Museum Exhibition Design, Design Management

Skills and Softwares

Design — User flows, Journey mapping, Storyboarding, Sketching, Wireframing, Prototyping, Interaction design, Information Architecture (IA), User-centered design (UCD), Graphic Design, Conversational UX Design (CxD), Information Design, Presentation Decks.

Research — User Research, Qualitative & Quantitative research, Market research, Web analytics Competitive Analysis, Usability Testing, A/B Testing, Concept Testing, Contextual Inquiry, In-Depth Interviews, Eyetracking, Focus Groups, Survey design, Field Studies, Participatory Research Workshop Facilitation, Data Analysis, Card Sorting, Tree Testing.

Softwares — Figma, Sketch, Webflow, Wordpress, Framer, Wix, Tobii Eye Tracking, Usertesting.com, Hojtar, Google Analytics, Adobe Suite, Google Suites, Microsoft Excel, Slack, Miro, Figjam Asana, HTML, CSS.