Esha Mohol

Digital Product Designer & Researcher (MS, Information Experience Design) designing intuitive, scalable systems across Healthtech, SaaS, Fintech, FMCG & Public sectors. Blending UX, HCI, and AI to build purposeful, high-impact digital experiences.

Location: New York City
Phone: +1 (646) 266-8176
Email: emohol@pratt.edu
Portfolio: www.eshamohol.com
Social: LinkedIn Behance
AI Blog: Consciousness. exe

Experience

Founding Digital Strategist — *Oak Longevity, Delaware*

SEPTEMBER 2024 - CURRENTLY

- Launched GLP-1 ecommerce site; improved UX and CRO from zero to live.
- Scaled paid media and influencer campaigns, growing reach by 4x.
- Drove 35% increase in conversions through dev collaboration and brand optimization.

UX Researcher and Designer — *Marketeq Digital , Miami*

SEPTEMBER 2024 - DECEMBER 2024

- Designed onboarding and profile creation flows for a SaaS hiring platform; increased signups by 30%.
- Delivered user flows and prototypes in 3 sprints using agile and prompt engineering.
- Conducted research and card sorting to streamline account setup and segmentation.

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

AUGUST 2022 - MAY 2024

- Improved usability and accessibility for NYC clients incl. Poster House, NYPL, NY Transit Museum, Rubin Museum & DCWP.
- Led 50+ usability tests (Tobii eye-tracking), driving a 30%+ boost in task success.
- Delivered user flows, wireframes, responsive UI, and design system enhancements based on UXR.

Graduate Assistant — *Pratt Institute, New York City*

AUGUST 2023 - MAY 2024

- Curated and facilitated the *Pioneering Perspectives event*, an inclusive design showcase with an audience of 50+ students across disciplines.
- Served as a Council liaison and mentored CEI Peer Leaders across institutional initiatives.
- Collaborated with SDAB to drive advocacy and cultural exchange on campus.

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

JANUARY 2021 - OCTOBER 2021

- Managed research and design projects, delivering product and brand strategies for Unilever, Colgate, Asian Paints, Visa & others across FMCG, banking, and education.
- Led SCAMPER workshops to fast-track product innovation and launch cycles.
- Designed IoT-powered, contactless retail for fragrance marketing; analyzed 150+ surveys to inform Covid-era retail adaptation.

Education

MS. Information Experience Design — *Pratt Institute, New York City*

AUGUST 2022 - MAY 2024

BDes. Retail and ExhibitionDesign — *MIT Art and Design University, Pune*

JULY 2017 - JUNE 2021

Skills and Tools

Design — User flows, Journey mapping, Storyboarding, Sketching, Wireframing, Prototyping, Interaction design, Information Architecture (IA), User-centered design (UCD), Graphic Design, Visual Communication, Design Systems, Chatbot Design (CxD), Project Management, Design Management, Thought Leadership, Team work and Collaboration, Tech Innovation

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, Adobe XD, Sketch, Webflow, Wordpress, Framer, Wix, InVision Studio, Tobii Eye Tracking, Usertesting.com, Hojtar, Google Analytics, Adobe Analytics, Adobe Suite, Google Workspace, Microsoft Azure, Slack, Miro, Figjam, Asana, JavaScript, HTML, CSS, midjourney.ai, ChatGPT, Perplexity.ai, Claude.ai, Gemini, Google Ads Manager, Meta Ads Manager

Projects

Flourishing.ai [(View Project)](#)

Designed an AI-powered skincare assistant integrating predictive analytics and habit tracking; led end-to-end UX to reduce decision fatigue and enhance accessibility.

Multisensorial Retail Spaces in Modern Trade

Created an IoT-driven, multisensory kiosk for fragrance marketing; blended strategy, storytelling, and tech to build a contactless, immersive retail experience.

Poster House Mobile Experience [(View Project)](#)

Optimized museum's mobile site using Tobii eye-tracking and web analytics; improved navigation, search, and content engagement through mobile-first design solutions.

Escape Artiste: Speculative Design Experiment using Generative AI [(View Project)](#)

Speculative furniture design for urban mobility using generative AI and PEST analysis; explored sustainable CMF innovation and visual storytelling with MidJourney.

Crocs, Charms & Conscious Clicks [(View Project)](#)

Built an omnichannel retail strategy for Crocs; launched Jibbitz trade-in program and smart vending prototype to drive sustainable sales and increase basket value.

Blog

Consciousness.exe [(View)](#)

Consciousness.exe serves as a collection of original writing exploring the intersections of artificial intelligence and human cognition. It highlights topics such as AI reasoning, humor recognition, augmentation, and multiagent systems, with a focus on human centered design, emerging technologies, and collaborative intelligence.

Certifications

Communication and Media Studies — Taught by Madhusudan Mukerjee

Covered media semiotics, semantics, media economy, philosophy and critical analysis frameworks. Explored concepts by Saussure, Barthes, Foucault, Lacan, McLuhan, and Chomsky, with focus on image discourse, and online networks.