

ALISHA MAHTANI

UX/UI Design & Creative Strategy
3+ years experience, pursuing a MSc in HCID

alishamahtani.com
mahtani.alisha@gmail.com
0774-597-0957

EDUCATION

MSc. Human-Computer Interaction
City, University of London
London, UK | 2020 - Sept 2022

BA. Psychology
New York University
New York, USA | 2013 - May 2017

SKILLS

Software

Photoshop
Illustrator
InDesign
Premiere Pro
XD
Sketch
Figma
InVision
Atlassian JIRA
Zeplin

Design

User Research
Wireframing
Hi-Fidelity Design
Prototyping
Interaction Design
Information Architecture
Usability Testing
Inclusive Design

Programming

HTML
CSS
JavaScript

Others

Copy Writing
Product Strategy
Sprint Planning
Project Management
Illustration

AWARDS

Global STEM Leadership Masters Scholarship

Scholarship recipient from City, University of London to cover 75% of tuition expenses for MSc in HCI.

Psi Chi Honors Society

Member of the International Honor Society in Psychology, inducted at NYU Chapter, May 2016.

LANGUAGES

English
Bahasa Indonesia
Spanish

EXPERIENCE

Jun 2021 | **UX DESIGNER** | SINGAPORE (FREELANCE)
Sept 2021 | *Click2View Asia*

- Solely redesigned Visa.com (Singapore) Small Business Hub & mobile microsite by improving site navigation, UI design & information architecture.

Apr 2021 | **UX DESIGNER** | REMOTE (FREELANCE)
Aug 2021 | *Fashion Index*

- Strategized & designed full web UX+UI for global fashion resource hub & freelance NY-based platform

Jan 2021 | **UX SPECIALIST** | JAKARTA, INDONESIA
Sep 2021 | *Docquity*

- Designed Patient Access Program (PAP) service integration that significantly reduces financial barriers for low-income cancer patients in India to obtain expensive oncology medication
- Digitized and simplified complex manual processes (PAP creation, patient approval & enrollment, medicine tracker & dispensing) for 4 user groups.
- Led and facilitated user research efforts: formulated interview questionnaire, conducted user interviews, synthesized results to generate actionable insights for improving target customer experience.

Jul 2018 | **CREATIVE LEAD & PM** | NEW YORK, NY
Mar 2020 | *Techolution*

- Solely redesigned desktop+mobile internal web app for HarperCollins. Post-launch, 77% of users stated that the search tool was much more helpful and efficient compared to only 18% pre-launch.
- Worked directly under CEO to design BeThereNow web + mobile UX - a disruptive, SaaS B2B platform that enables anyone to create full-service 360° virtual tours without any technical skills needed.
- Created 360° VR tours for Maserati & Regus. Regus tour resulted in leased space within a record 24 hours
- Rapidly solve design edge cases and push features into production in a fast-paced agile environment.
- Designed online coupon campaign for A&W & Kleenex resulting in maximal 4000 entries within 3 days.

Jul 2017 | **DIGITAL BEHAVIOUR & UX** | NEW YORK, NY
Jun 2018 | *Techolution*

- Solely conceptualised & designed app for SkyClaim: app automates crop loss analysis for insurance adjusters & farmers using AI & drone imagery.