

ISHA DEOSTHALI

Design Strategist · UX Designer · Systems Thinker

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PROFESSIONAL SUMMARY

UX Designer and Strategic Thinker with 5+ years of experience designing scalable, enterprise-grade digital products across retail, generative AI, and government systems. Experienced working within agile environments, collaborating cross-functionally, and driving end-to-end UX initiatives that improve usability, efficiency, and user outcomes. Proficient in Figma, Jira, and Confluence, with a strong ability to translate complex systems into intuitive experiences. Takes ownership of ambiguous challenges, translating them into structured, high-impact design solutions through analytical thinking and proactive execution.

WORK EXPERIENCE

Project Manager (Sep 2025 – Nov 2025)

CVS Health × SCADpro (Sponsored Project) · Savannah, GA

- Directed an 18-member cross-disciplinary team across research, UX design, and strategy workstreams, managing timelines, sprint deliverables, and stakeholder alignment throughout a 10-week engagement.
- Facilitated stakeholder collaboration and decision-making, ensuring alignment between user needs and business goals.
- Managed end-to-end project execution, demonstrating strong ownership, accountability, and delivery under tight timelines.
- Established structured workflows and team processes, improving collaboration efficiency and delivery consistency.

Project Coordinator & UX Specialist (Jun 2025 – Aug 2025)

Mahomet Area Chamber of Commerce (Live Project) · Remote

- Led a cross-functional team through brand discovery workshops and UX research, delivering a unified brand system and redesigned information architecture for MACC's digital presence.
- Conducted a comprehensive UX and accessibility audit across multiple websites, identifying critical usability gaps and prioritizing fixes by user impact.
- Redesigned content flow and site navigation to improve findability, resulting in a more intuitive experience for local business members and visitors.

UX Design Analyst (Jan 2023 – Jun 2024)

Deloitte USI · Hyderabad, India

- Led UX design initiatives across Retail, Generative AI, and Government platforms, delivering scalable solutions for 500K+ users.
- Improved task completion time by 15% by identifying friction points and redesigning user flows using data-driven insights.
- Designed conversational interfaces (chatbots, IVR), improving user engagement and simplifying complex workflows.
- Collaborated with product managers, engineers, and stakeholders in Agile environments to deliver iterative, high-impact design solutions.
- Contributed to design consistency by aligning patterns and workflows across multiple products and teams.

UX Design Intern (Jan 2022 – Jun 2022)

SAP Ariba · Bengaluru, India

- Designed an internal B2B tool used by 200+ procurement specialists, improving supplier information retrieval efficiency by 30%.
- Conducted 12+ user interviews and an 8-competitor analysis to define pain points and inform design decisions; delivered 30+ interactive screens in Figma.

UX Design Intern (Jun 2021 – Aug 2021)

Yellow Slice · Mumbai, India

- Contributed to 10+ UX projects spanning tax management, e-commerce, and fintech; applied A/B testing, task flow analysis, and competitive benchmarking to optimize user journeys.
- Produced 20+ wireframes and prototypes that directly informed final design handoffs to development teams.

UX Designer (Aug 2020 – Apr 2021)

World Design Organization × United Women — Global Design Challenge · Global

- Designed gender equality-focused digital solutions through 10+ user interviews, 9+ user flows, and 18+ iterative prototypes, advancing to global finalist stage.
- Led co-design workshops and accessibility-centered design sessions to ensure inclusivity across diverse user groups.

UX Designer (Oct 2020 – Nov 2020)

Samsung (Live Project) · Remote

- Redesigned the Samsung Bezel Watch interface, improving task completion speed by 20% through streamlined interaction patterns.
 - Validated designs through 20+ user interviews; produced 12+ user flows and 20+ interactive screens for stakeholder presentation.
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EDUCATION

Master of Arts, Design Management (Sep 2024 – Mar 2026)

Savannah College of Art and Design (SCAD) · Savannah, GA

GPA: 4.0 / 4.0 · Relevant Coursework: Project Management, Strategic Leadership, Budgeting, Innovation Management

Bachelor of Design, User Experience Design (Jul 2018 – Jun 2022)

MIT Institute of Design · Pune, India

GPA: 7.75 / 10 · Relevant Coursework: Design Thinking, User Research, Wireframing, Prototyping, Information Architecture

SKILLS

Tools: Figma, Jira, Confluence, Miro, Notion

UX & Design: User Research, Usability Testing, Wireframing, Prototyping, Interaction Design, Design Systems, Information Architecture, Accessibility (WCAG 2.1)

PM & Strategy: Agile / Scrum, Project Management, Resource Planning, Innovation Design, Strategic Roadmapping, Stakeholder Management, Branding

Enterprise & Product Design: Complex Systems Design, Agile Product Development, Data-driven Design Decisions

Languages: English (Fluent), Hindi (Native), Marathi (Native)

AWARDS & RECOGNITION

Honorable Mention — International Design Awards 2025 · MyxLabs: Your Body. Your Routine. Your Rules.

PUBLICATIONS

- "AASRA: Assurance and Adoptive Support for Reliable Adopters" — VR-based adoption preparation system. Presented & published, ACED SEANES 2020.
- "Adjustable Design Intervention for Rail Sahayaks to Reduce Physical Discomfort" — Presented & published in Springer, Humanizing Work and Work Environment 2020.

CERTIFICATIONS

- McKinsey & Company: McKinsey.org Forward Program
- Lextant: Design Research & Insight Translation
- LinkedIn: Excel Essential Training (Microsoft 365)
- Stukent: Financial Accounting: Accounting Cycle Simternship
- Udemy: How to Design for Accessibility: for UX Designers (WCAG 2.2)
- Udemy: UX Strategy Fundamentals