

Pallavi Khanna

Product Designer

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SUMMARY

Product Designer leveraging a background in Business Analysis to drive innovative solutions in fast-paced and regulated environments.

WORK EXPERIENCE

IBM iX | Experience Design Consultant August 2022 - July 2024

New York, NY

Company Summary: B2B digital consultancy within IBM serving Fortune 500 companies that focused on providing design & technology services to Life Sciences/Healthcare, State Government, and Education clients

- Created a user-friendly GenAI chatbot that streamlines medical research to enhance task efficiency for healthcare professionals, leading to a \$2M client deal and sparking interest from Fortune 500 healthcare clients
- Designed 5+ user interfaces by collaborating with the Product Manager, Engineer, and Data Scientist to align user needs and design elements with technical requirements for the GenAI chatbot
- Designed a dashboard to illustrate project progress, saving client executives 5+ hours of weekly reporting and led to a \$30,000 follow-on engagement
- Delivered clear copy and maintained FDA compliance for a COVID-19 vaccine website by collaborating with 10 team members across Design, Engineering, Content, and Legal
- Validated usability of a \$5M+ pharmaceutical drug-tracking application by leading 30+ cross-functional team members to test 100+ user requirements

150birds | Visual Design Intern February 2021 - August 2021

San Jose, CA

Company Summary: B2B pre-seed marketing services startup serving clients globally

- Increased clients by 40% and website visits by 26% through redesigning the service offerings pages on the company website in partnership with the CEO
- Redesigned the service offerings page layout and created visuals to enhance clarity around company offerings, improving user comprehension and driving user engagement
- Conducted user surveys, identifying that clients struggled to understand company offerings

CERTIFICATION PROJECTS

HerediCare Preventative Healthcare App

Designed a preventative healthcare app that predicts disease inheritance risks and provides treatment plan suggestions to manage disease progression

Black Aroma Table Reservation App

Created an interactive prototype for a table reservation app that increases revenue and foot traffic for cafes and coffee shops

EDUCATION

Massachusetts Institute of Technology x PRO

New York, NY

Certification in Designing and Building AI Products and Services

October 2024

- Awards: "Exemplary Assignment" for final capstone project (HerediCare)

San Jose State University

San Jose, CA

Bachelor of Science (BS) in Business Administration: Business Analytics

May 2022

- Awards: Magna Cum Laude
- Organizations: UX/UI Association, Friends of Figma, Global Student Network, Women in Business, SJSU Sahaara

SKILLS, TOOLS, & TECHNOLOGIES

Process & Delivery: User-Centered Design, Desktop/Mobile Design, UX Research, High-Fidelity Wireframing & Prototyping, Information Architecture, End-To-End Design Process, Visual Design, Graphic Design, Agile, Product Strategy, Cross-Disciplinary Collaboration, Usability Testing & UAT, A/B Testing, Project Management

Software: Adobe Creative Cloud (Illustrator, Photoshop, Adobe XD), Figma, FigJam, Airtable, Mural, Miro, Lucidchart, HP ALM QC, Microsoft Office (Excel, PowerPoint, Word), Google Workspace (Docs, Sheets, Slides), Wix, Appian