

Ipsa Mehta

Experience Designer

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Speaking

HCD for connected environments

Tech Futures Lab
Sep 2021

Designing Helpful AI

UX Homegrown 2017

Animation & UX

UX Auckland Meetup
Aug 2016

Education

Design for Sustainability

LinkedIn Learning Jan 2023

Enterprise Design Thinking

IBM Jul 2020

User Research Methods & Practices

IxD Foundation
Jul 2017

Certificate in Gamification

University of Pennsylvania
On Coursera. March 2015

Graduate Diploma in Design (Animation Film Design)

National Institute of Design
2005 - 2010

Summary

Product designer with 10+ years of shipping end-to-end experiences across fintech, healthcare, telco, and early AI products. Previously designed AI-augmented workflows for legal and retail SaaS (2017–2019) and remain drawn to the design challenges that come with probabilistic systems; trust, explainability, and keeping users in control.

I empower product teams to deliver value by bringing them together in an evidence-based design process. Equally comfortable inside a product trio or as a solo designer in ambiguous early-stage environments, I lean on experience mapping, storytelling, and prototyping to align engineering, product, and design around real user outcomes.

I'm looking for my next role working on problems that matter to the people using the tools every day.

Work Experience

VerifiMe (Sydney)

A fintech startup creating a reusable and shareable identity verification (KYC) solution, I joined as their first designer and shaped both the design and product practice. Established rhythms and routines to create a lean yet customer-led process.

Head of Product & Design | April 2024 to May 2025

- Establishing and managing the product Roadmap based on customer insight and business value, to iterate and improve after initial launch.
- Prioritising backlog and releases to reflect the above
- Consolidating customer feedback and creating actionable insights
- Regular sync with marketing to ensure features are presented to reflect customer value
- Continuing improving design process

Lead Experience Designer (Founding) | July 2023 to April 2024

- As a founding designer in a startup, setting up a lean design process.
- Using design artefacts like journey maps, service blueprints, prototypes, storyboards etc to create alignment within the team
- Setting up a design system and tokens
- Regular co-creation sessions with the stakeholders and dev team

Roam Digital, Auckland

Senior Experience Designer | May 2022 to Jul 2023

Leading discovery and design for various client projects including:

- **Discovery for Kiwibank business banking:**
Planning and facilitating workshops within the team, creating research plans, running user interviews, coordinating with stakeholders etc.
 - Supporting tech feasibility discovery for Mitre10 trade portal
 - Proof of concept for Amdocs' small business lending product
 - Strategy proposal for consulting within the enterprise division of a Telco provider in the Philippines.
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Skillset

User interviews
Usability Testing
Wireframing
Prototyping
UI Design
Storyboarding
Animation
Workshop Facilitation
Research synthesis

Software & Tools

Miro
Figma
Mural
Sketch
Invision DSM
Framer
Principle
Balsamiq
React.JS (beginner)

Southern Cross Health Society, Auckland

UX Designer | Jun 2021 to Apr 2022

Design lead for core digital platform used by internal teams.

- Created the design strategy for approaching the redesign and established design processes within the valuestream
- Planned and conducted User interviews and concept testing to inform Journey and Process maps
- Collaborated with PO, SMEs & BAs to identify and prioritise features
- UI design and delivery support, including setting up a design system
- Support and mentor junior designer

Vodafone, Auckland

Senior UX Designer | May 2019 to April 2021

Led the design process across multiple projects, as part of agile squads. Getting stakeholders and squads aligned to the customer needs and expected outcomes using various design methods and artefacts e.g. Ideation workshops, storyboards, customer journey maps, wireframes, prototypes etc. and taking it further into delivering the final UI, working closely with the development team.

- Customer-led digital migration journeys to bring users to latest products.
- Led redesign of the core mobile eCommerce journeys
- UX for B2B self-service portal (significantly increased adoption thereby reducing operational costs).
- Designed a digital change-of-ownership journey for business services.

Goat Ventures, Auckland

Senior Product Designer | Sep 2017 to Mar 2019

McCarthyFinch (now Onit)

Designed products to radically improve efficiency at Law Firms using AI.

Insite.AI

Design For Saas platform to allow smart decision making in Retail Merchandising using machine learning.

- Identifying and validating opportunities for enhancing workflows with AI through human-centred design methods. User interviews, journey mapping, Wizard of Oz prototyping etc
- Collaborating with the product and data science teams to validate feasibility
- Designing UI and working closely with front-end development team to deliver PoC interfaces

IMG Technologies, Gurgaon (India)

Senior Designer (Product) | Aug 2015 to Sep 2016

- Design lead for the diagnostic test booking portal. (www.img.com/labs and iOS & Android apps) and other feature-adds and improvements across the portal eg. order tracking, information architecture, app on-boarding etc
- Ensuring consistency across the business verticals, coaching junior members of the team, and hiring. Grew the design team from 2 to 6.

Airveda, Gurgaon (India)

Design Consultant | Dec 2015 to Sep 2016

Founding designer for increasing awareness of Air pollution in India. Connecting air quality monitors to your phones.

Interaction Designer

Endeavour Technologies, Bangalore | Singapore | Remote

Jan 2013 to Jun 2015

Independent UX Consultant

Jan 2013 to Jun 2015

Designer

Above Solutions, Bangalore

Nov 2011 - May 2012

Creative Digital Artist

Ecelis, Bangalore

Dec 2010 - Oct 2011
