Pallavi Khanna

UX Designer

New York, NY | 1(408) 368 5931 | khannapallavi01@gmail.com | www.pallavikhannadesign.com

SUMMARY

UX Designer with a background in Business Analysis who is experienced in collaborating across teams to create user-centered designs that drive impactful results. Work experience includes designing data-driven dashboards, healthcare tools, and AI products to enhance user engagement and increase business.

WORK EXPERIENCE

IBM iX   **New York, NY**
UX/UI Design Consultant   *August 2022 - July 2024*

- Reduced 5+ report creation hours per week and contributed to a $30,000 client follow-on engagement by designing a data dashboard to illustrate initiative progress that simplified executive reporting within the client's Service Delivery department
- Doubled IBM iX's healthcare client base in partnership with Product Managers, Data Scientists and Engineers by designing 5+ interfaces for a GenAI-powered chatbot that streamlines research and summarizes documents
- Maintained FDA compliance for a COVID-19 vaccine website by collaborating with 10 people across design, engineering, content, and legal to create clear and engaging copy that ensured accurate information and promoted safe usage
- Led cross-functional teams of 30+ people to design, track, and automate end-to-end testing for 100+ user requirements to ensure on-time delivery of a $5M+ pharmaceutical drug-tracking application

150birds   **San Jose, CA**
Visual Design Intern   *February 2021 - August 2021*

- Increased website visits by 26% and clients by 40% in partnership with the CEO and Product Manager to identify product opportunities, and understand product goals, while implementing user feedback to improve clarity on the company's website
- Designed new experiences and layouts that educated customers about how the company provides its services, which included redesigning product offerings pages for desktop/mobile, and conducting usability studies to understand customer needs that inform their decisions to purchase

FREELANCE & PROJECT EXPERIENCE

Preventative Healthcare App | MITxPRO Capstone Project   **New York, NY**
Product & AI Designer   *August 2024 - October 2024*

- Designed a preventative healthcare app with treatment plan suggestions to manage disease progression based on disease inheritance risks from patient ancestry and medical history

Black Aroma | Table Reservation App   **San Jose, CA**
Product Designer   *October 2021 - January 2022*

- Designed a table reservation app to decrease customer pain points and increase revenue for cafes and coffee shops

Govest | Sustainability Promotion App   **San Jose, CA**
Product Designer   *September 2021 - December 2021*

- Built a social media app that provides a discussion forum for sustainability topics, advertises sustainability events, and informs consumers about corporations' sustainability efforts to encourage the preservation of coastal environments.

EDUCATION

Massachusetts Institute of Technology x PRO   **New York, NY (Remote)**
Certification in Designing and Building AI Products and Services   *November 2024*

San Jose State University   **San Jose, CA**
Bachelor of Science (BS) in Business Administration: Business Analytics   *May 2022*

SKILLS

Process & Delivery: User-Centered Design, Desktop/Mobile Design, UX Research, High-Fidelity Wireframing & Prototyping, End-To-End Design Process, Visual Design, Graphic Design, Cross-Disciplinary Collaboration, Usability testing & UAT, Designing SaaS Products

Software: Adobe Creative Cloud (Illustrator, Photoshop, Adobe XD), Figma, Microsoft Office (Excel, PowerPoint, Word), Google Workspace (Docs, Sheets, Slides), Wix, Appian, Slack, WebEx, Zoom