RADHIKA PHANSALKAR

HCI @ Pratt Institute   •   UX/UI   •   Digital Product Design   •   Design Systems   •   Conversational AI   •   Research and Strategy

WORK EXPERIENCE

UX CONSULTANT : Pratt Institute, New York
January 2024 - Present

Directed UX design and research across multiple brands, partnering with cross-functional teams to enhance usability and conversion rates.

1. Ceneco Green Power: Solar Energy Startup
   - Developed research strategy and led UI design for responsive web and mobile platforms, contributing to significant growth in product users and website traffic.

2. CUNY Mapping Services: GIS Graduate Center
   - Spearheaded usability research and designed UI prototypes for GIS website of Long Island Zoning Atlas Project, contributing to a measurable boost in traffic.

3. IMDb: Online Rating Platform
   - Designed and prototyped an advanced Design Systems package in Figma, improving consistency and scalability. Prepared an accessible documentation on Zero Height.

4. Toyota North America: Woven City
   - Conducted ethnographic and generative research to inform mobility safety solutions and presented design solutions to Toyota.

GRADUATE ASSISTANT : Pratt Institute, New York
September 2023 - Present

- CEI Supervision - Led research, strategic planning, and campus-wide initiatives to advance student experiences, mentoring 4 CEI peer leaders and collaborating with faculty and 15+ departments.

- Pratt Institute Libraries - UX research - Drove competitive benchmarking and analyzed 25+ OER platforms through qualitative & quantitative research, market and product research for Pratt's Open Education Resource initiatives worth $90k with the Chairperson of Research & Collection Development.

- Center of Teaching and Learning - Designed instructional design material for Pratt faculty for implementation of OER in teaching methods.

EXPERIENCE DESIGNER : Sarg Design Studio, Pune
March 2023 – July 2023

- Accelerated user and spatial research to conceptualize a museum space for an Indian Space Research Org, informing the design direction to enhance visitor engagement.
- Designed 'Way-finding' mobility artworks for High-Speed Railway Station and International Airport.
- Prepared a 'Brand Manual & Design Basis Guidelines' for an educational institution.
- Developed a comprehensive 'Design Basis Report' for an International Airport, providing strategic planning insights for the built spaces.

ARCHITECT : Swapnil Patil and Partners SPAP, Pune, India
June 2021 - Decemeber 2021 and August 2022 - October 2022

EDUCATION

- MS HCI - Information Experience Design Pratt Institute, New York, NY - **GPA 3.967/4**
- B.Arch - Architecture and Design: Dr. Bhanuben Nanavati College of Architecture (BNCA), India - **GPA - 9.757/10**

SOCIALS

Portfolio: radhikaphansalkar.com
Linkedin: Radhika Phansalkar
Email: rphansal@pratt.edu

SKILLS

UX and Product Design
Wireframing (Low/Mid/High Fidelity)
Interactive Prototyping (Figma, Adobe XD)
Design Systems Creation, UI Libraries
Visual Design (UI elements & components)
Conversation UX, GIS UX
Information Architecture
Mobile App Design (iOS, Android Guidelines)

Research and Strategy
User Research (qualitative & quantitative)
User Interviews & Surveys
Usability Testing (remote/in-person)
Competitor & Market Analysis
Heuristic Evaluation
UX Strategy & Product Roadmapping
Stakeholder Workshop Facilitation

Tools
Figma, Miro, Sketch, Origami, Adobe Suite, InDesign, 5DCAD, HTML, CSS, Javascript.

Collaboration & Process
Agile product development, Cross-functional collaboration, Stakeholder communication, Design presentations, Design critique, Documentation.

AWARDS

1. Outstanding Graduate Student Leadership Award, Pratt Institute, 2025
2. Honor Award and Award of Excellence, 2021: American Society of Landscape Architects: Utah State University x BNCA
3. Most Promising Student 2018-19: BNCA

LEADERSHIP

1. Graduate Assistant and Supervisor, CEI Pratt Institute, 2024-25
2. Utah State University Workshop – Subzone 8 Team Leader, 2020
3. United Nations World Nature Conservation Day Awareness- Script writer and Animator, 2020