

Isha Behl

Product & UX Designer

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Product & UX designer with 3+ years shipping research-driven design - work has reduced bounce rates by 40% and cut support volume by 35%. Comfortable owning the full design loop from discovery to delivery, partnering directly with founders and cross-functional teams to align user experience with business goals.

SKILLS

- **Product & Strategy:** Information Architecture, User Flows, Journey Mapping, Competitive Analysis, A/B Testing, Content Strategy, Campaign Frameworks, Data-Informed Decision Making
- **Research & Discovery:** User Research, Persona Creation, Usability Testing, Heuristic Evaluation, Accessibility
- **Design & Delivery:** Wireframing, Prototyping, Interaction Design, Responsive Design, Design Systems, Component Libraries
- **Tools & Analytics:** Figma, Miro, Hotjar, Google Analytics 4, Shopify, Meta Business Suite, HTML/CSS

EXPERIENCE

Blackboard E-Learning Pvt Ltd — Senior Executive - Social Media Strategist

May 2025 - Jan 2026

- Built content frameworks based on audience behavior data — analyzed drop-off, scroll depth, and engagement patterns to inform what content shipped each week, sharpening my understanding of how users actually engage.

Exude — UX Designer

Feb 2025 - April 2025

- Identified a critical gap in the post-purchase journey of a Shopify fashion platform where users had no self-serve return option - scoped, designed, and shipped a Returns & Exchange flow that reduced support emails by 35%
- Used heatmap analysis to surface friction points across core user journeys; prioritised and iterated on navigation changes that reduced bounce rate by 30% and cart drop-offs by 10%
- Translated business requirements into product decisions across mobile and desktop, owning end-to-end experience from user flows through high-fidelity delivery

Comstat Solutions — UI/UX Designer

Oct 2022 - Jan 2025

- Led product experience for the company's digital marketing website from scratch - defined information architecture and user flows based on research and competitive analysis, creating a scalable foundation for growth
- Audited a video production client's existing website, identified missing inquiry flows as the core drop-off cause, and introduced structured contact pathways - directly improving lead generation and user engagement
- Leveraged heatmaps and GA4 to pinpoint drop-off points across key journeys; iterated on navigation to reduce bounce rate by 40% and improve average session time

INTERNSHIP

The Urban Chief — Graphic Designer Intern

June 2022 - Sep 2022

EDUCATION

Guru Nanak Dev University — Bachelor of Design (Multi-media)

2019 - 2023

Projects

Wandr Adventures — *Self-initiated concept project / UI/UX Designer 2 weeks • 2026 • [\[Behance link\]](#)*

- Designed a travel planning concept for Indian users tired of switching between 6+ apps to book one trip — anchored on the insight that most travelers already know their off days, so the app starts there instead of with a blank search
- Built a "days off → trip suggestion" loop that turns calendar gaps into AI-matched trip recommendations scored by budget and travel style
- Made the deliberate call to let users select their off days rather than auto-fill them - not every off day is a travel day, and the system should suggest, not assume
- Shipped 14 connected screens, a working component library, and a complete design system from research to high-fidelity prototype in 2 weeks
- Defined 3 user personas, audited MakeMyTrip, Ixigo, and Goibibo, and positioned the product around the one weakness all three share — no real personalization