

Madhumita Elan

Impact-driven Product Designer leveraging behavioral science and data-driven insights to create products that empower users and drive growth.

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EXPERIENCE

Mavik Capital | *Product Design Consultant* | (Jan 2025 - Present) New York, NY

- Sole Product Designer leading research and design of an AI-powered data management platform to streamline data entry and analysis for a \$2B private equity fund, optimizing how they manage investments.
- Building a scalable design system and component library to ensure design consistency and collaborating with leadership on product strategy and development.

Amcontrol.io | *Product Designer* | (Jan - Sept 2024) New York, NY

- Increased customer sign-ups by 30% through the design and launch of 8 features across web and mobile.
- Optimized the landing page with an energy and fleet management dashboard, enhancing site operations visibility and reducing hardware issue resolution time by 40%.
- Collaborated with cross-functional teams to conduct user research, iterate prototypes, ensure design consistency, and maintain an evolving design system for a B2B EV charging management platform.

LinkedIn | *Growth Product Design Intern* | (June - Aug 2022) San Francisco, CA

- Refined the V2 experience for a new mobile group onboarding for LinkedIn's blue-collar workers.
- Deployed a mobile onboarding growth feature that streamlined the landing experience for new members.
- Identified opportunities to optimize onboarding funnels, drive engagement and retention.

Apple | *UX Intern* | (June - Aug 2021) San Francisco, CA

- Partnered with PMs and engineering teams to research and design an Enterprise Project Management dashboard, improving operational efficiency for over 65,000 Apple employees.
- Facilitated 10 user research and participatory design sessions, led 2 design sprint workshops, and successfully handed off 3 concepts.

EDUCATION

California College of the Arts | *BFA, Interaction Design* | (Sept 2018 - May 2023)

- Graduated with distinction 3.89 / 4.0
- Clubs and Societies: President of the Interaction Design Association, President of Alpha Rho Chi Fraternity & Co-Host and editor of student-led UX podcast "Not Just Pixels"

SKILLS

- User Experience (UX) Design
- User Interface (UI) Design
- Product Design Strategy
- Design Systems
- Interaction Design
- UX Research (Interviews, Focus Groups)
- Usability Testing (Surveys, A/B testing)
- UX Writing
- Figma
- Adobe (PS, AI, XD, AE, PR)
- Data Analysis (Mixpanel, Hubspot)
- Prototyping (HTML & CSS)

AWARDS

- 1 of 6 recipients of the CCA Senior Dean's Spotlight
- Winner of Cornell University's Startup Accelerator
- Finalist in Airbnb x Adobe Creative Jam
- Finalist in Princeton E-lab Accelerator
- User testing certification by Usability Testing