Mita Elan

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Experience

Ampcontrol.io
Product Designer
NY • Jan - August 2024

- Launched 8 key features in 6 months, enhancing Ampcontrol's services, resulting in a 30% increase in customer sign-ups.
- Redesigned the homepage to integrate an energy and fleet management dashboard, reducing alert resolution time by 40% and increasing fleet manager satisfaction by 20% for tracking and maintaining charging sites.

Samsung
Apprenticeship
SF • Sept - Dec 2022

- Sponsored design studio at CCA
- Collaborated with the R&D team to research and design a series of explorative concepts that reimagines smart devices for the modern sustainable home. Presented at the annual all hands.

LinkedIn
Product Design Intern
SF • June - Aug 2022

- Designed the V2 experience of a new mobile group onboarding for LinkedIn's frontline workers segment.
- Designed and launched a mobile onboarding growth feature in collaboration with other design and product stakeholders across LinkedIn's flagship growth team.

Apple
UX Intern
SF • June - Aug 2021

- Collaborated with PM's and Engineers to research, design and test an Enterprise PM dashboard.
- Conducted 10 user research and participatory design sessions, 2 design sprint workshops, designed and launched 3 concepts.

ShelterTech
UX Researcher
SF • April 2020 - Nov 2021

- Conducted evaluative research for the website that assists over 9000 active users experiencing homelessness.
- Supported the research team with mixed methodologies (i.e creating surveys, organizing focus groups & conducting user research with individuals at risk of homelessness)

KINCHIN
CPO & Lead Designer
SF • June 2020 - Sept 2021

- Designed and launched a knowledge sharing platform connecting pregnant individuals with maternal health workers.
- Led a team of 7 designers to research, design and test iterations of the website MVP.

Education

California College of the Arts
BFA in Interaction Design and Ecological Practices

- Graduated in May 2023 with distinction • 3.89 / 4.0
- Clubs and Societies: President of the Interaction Design Association, Vice President of Alpha Rho Chi Fraternity & Co-Host and editor of student led UX podcast "Not Just Pixels"

Skills

Software: Figma, Sketch, Origami, Adobe CC (Ps, Ai, XD, Li, Ae, Pr), Webflow, Reality Composer, HTML & CSS

Design: Branding, Storyboarding, User flows, Concept sketches, Wireframes, Rapid Prototyping, Systems Design & Animation

Research: User Interviews, Surveys, Focus Groups, Data Analysis, Task Analysis, Persona building, User testing & A/B testing

Relevant skills: UX Writing, Model-making, Product Management, Facilitating workshops & design critiques

Awards

Finalist	CCA Senior Dean's Spotlight
Finalist	Cornell University's Pitch Competition
Honorable Mention	Airbnb x Adobe Creative Jam 2022
Finalist	Princeton E-lab Pitch Competition