Parthhavi Mehta | Product Designer

I'm a passionate Product Designer with 4+ years of experience in B2B SaaS and B2C products. Having a background in visual design and UX, I'm an enthusiast of all things print and pixel.

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Experience

The Transformation Group | Product Designer

October 2025 - Present

Partnering closely with Mongoose AI, a fast-growing SaaS company building solutions for the US healthcare ecosystem. Driving end-to-end design across features, using user research, journey mapping and prototyping to simplify complex workflows, and working in agile, cross-functional teams to tie design to business goals.

Barton Associates and Locum Connect

- Designed features for a platform where medical providers search openings at clinics and hospitals by location, apply by submitting their resume, and manage timesheets and expenses, among other workflows.

Sample Health Broker Portal

- Worked with the senior designer and product manager to refine a broker portal for health insurance companies and carriers.
- The portal was used as a client pitch.
- Built the entire working portal with Claude from high-fidelity Figma wireframes.
- Partnered with the QA lead to test the product and support internal QA.

Sentara Broker and Employer Portals

- Led design QA for Sentara's broker and employer portals, checking built screens against Figma designs for visual, spacing, component and interaction fidelity.
- Tested end-to-end user flows across both portals, logging and prioritizing issues for the development team and verifying fixes before release.
- Worked with the QA lead to align design QA with functional testing.
- Caught usability and design defects alongside functional bugs.

Loco | Product Designer

March 2025 - July 2025

- Designed a core feature solo: 'Leaderboards' for viewers to participate within a live stream, in order to incentivize viewers to actively participate and accelerate engagement on streams.
- Worked on a core feature as part of a team, 'Livespot', a Loco-built ads system that helps generate revenue on the platform and brand sponsors.

ZEUX Innovation | UX Designer

April 2022 - August 2024

Designed end-to-end products in different domains such as HRMS, Digital Marketing and Automotive manufacturing.

Adrenalin - Max 2.0 (HRMS Platform)

- Executed a complete design overhaul of the Max 2.0 portal with a user-centered approach.
- Rebuilt IA, created intuitive wireframes, and redesigned key end-to-end flows.

Mastercard - Digital Engine (US Project)

- Design lead and point of contact, working directly with Mastercard's VP and US product owners.
- Owned UI design from user flows and prototypes to final visuals, and led design discussions.

Motherson (Automotive Procurement Module)

- Revamped the procurement module's purchase experience with a user-centered approach.
- Collated user insights from research to understand the product's complexity.
- Solely designed all mobile app screens, focused on usability.

Sublime Life | Visual Designer

October 2020 - September 2021

In-house visual designer creating campaigns and collateral for clean beauty and sustainable skincare brands, plus social media and marketing content.

Skills

Design Thinking · Sketching · Illustrations · Branding & Identity Design · User Research · Journey Mapping · User Personas · Storyboarding · Information Architecture · Wireframing · Visual Design · Prototyping · Usability Testing · Design Systems · Stakeholder Management · Agile & Sprint Design

Education

MIT Institute of Design, Pune

2015 - 2019

B.Des (Visual Communication)