

Hrushikesh Ingale

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OBJECTIVE

Product Designer with 3+ years of experience in user research, mapping user journeys, and designing high-fidelity (Web & Mobile) prototypes in Figma across e-commerce, enterprise, and federal SaaS tools. Proficient in front-end engineering (Flutter, Tailwind, React, NextJS), Agile/SCRUM stakeholder management (JIRA) to define product road maps and track KPIs for usability testing.

EDUCATION

Master of Human-Computer Interaction, University of Maryland

2023 - 2025

Bachelor of Computer Engineering, University of Pune

2015 - 2019

EXPERIENCE

Lead Product Designer

Sep 2025 - Present

Community School of the Arts Foundation

Los Angeles, CA

- Simplified payment and checkout user flows for their e-commerce sponsorship platform by integrating third-party payment services like Stripe, PayPal, and Google Pay, to onboard major corporations like Coca-Cola, Target, and ICER Brands.
- Designed CRM dashboards for data visualization under internal enterprise tools in Figma using financial and marketing data to gain insights into user behavior, leading to optimized target email marketing, recording 12% growth in Monthly Active Users (MAUs).
- Collaborated with engineering and product teams to devise solutions using AI LLMs (Gemini, Claude, Lovable) and maintain a robust design system for responsive layouts across web and mobile, accelerating deployment cycles by 25%.
- Collaborated with the marketing team to analyze user feedback and revise content hierarchy through informative multimedia assets (images, short-form videos), reducing monthly customer support queries from 40% to 8%.

Lead Product Designer

Aug 2024 - Present

University of Maryland Center for Environmental Science

Baltimore, MD

- Designed a WCAG 2.2AA-compliant high-fidelity prototype for NOAA, IMET, and MOTE labs, using Figma and the United States Web Design System for a federal SaaS website guiding marine researchers to find legal guidelines.
- Created user research guides for conducting user interviews with 20+ participants, identifying 4 major pain points.
- Resolved information fragmentation and textual cognitive overload by building a robust information architecture and simplified content hierarchy using decision trees, reducing average search time by 30% and a 10-step process into 3 steps.
- Prepared developer-ready design documentation (typography, color palettes, components) and partnered with the front-end team to develop the MVP using React, Next.js, TailwindCSS, and MySQL.
- Collaborated with stakeholders to create a WordPress Content Management System (CMS) and deploy the minimum viable prototype (MVP) in under 3 months.
- Validated the designs and the prototype using moderated usability testing and A/B testing, achieving a 90% task completion rate across 5 agile sprints.

Graduate Teaching Assistant

Jan 2024 - May 2025

University of Maryland

College Park, MD

- Mentored 50+ students on the fundamentals of interaction design, visual design, UX research, information architecture, wireframing, and prototyping in Figma, leading to the completion of 15+ end-to-end ecommerce projects.
- Conducted workshops on synthesizing complex data using PostgreSQL, Tableau, and LLMs (Gemini, ChatGPT, Perplexity) for data visualization to gain actionable user insights, saving 10+ hours of rework per project.

Product Designer

May 2023 - Jun 2023

QGlobe Games

Singapore, SG

- Designed a minimum viable prototype (MVP) in Figma for a 0-to-1 Web3 startup and NFT gaming marketplace, delivering a user experience that helped secure Series B funding while supporting an active user base of 50k+.
- Reduced customer onboarding time by 65% (from 2 minutes to 40 seconds) by redesigning the platform's information architecture, resulting in increased sign-up completion for 8k+ unique users.

Software Engineer

Mar 2022 - Apr 2023

Tokn Technologies

Hyderabad, IN

- Developed 6 cross-platform mobile applications for Android and iOS using Flutter SDK, serving 20k+ active users worldwide.
- Led the design and development of Ascend, a wellness app, by collaborating with designers and managers, launching a 10+ screen app on the Play Store in just 5 weeks.
- Improved user engagement and optimized app revenue by integrating AdMob and strategic ad placements using Google Analytics to run A/B tests on feature sets, leading to an 80% increase in feature click-through rates (CTR).

SKILLS

Design Tools

Figma, Framer, Tableau, Wix, Unity Engine, Adobe Premiere Pro, After Effects

Product Strategy

User Research, Journey Mapping, Wireframing, Design Systems, Service Blueprint, Prototyping, KPI Analysis, Data Visualization, Stakeholder Management

Technical

HTML5, CSS3, JavaScript, TypeScript, React, NodeJS, Kotlin, Dart, Flutter, REST, BLoC, Git