

Harshi Rambhia

Product / UX Designer

Mumbai, India | +91 77739 10235 | harshirambhia.design@gmail.com

[LinkedIn](#) | Portfolio: harshirambhia.com

Experience

Founding Product Designer (Contract) — PhotoPhlo

Aug 2025 – present

New York, USA (remote)

- Built a scalable design system + style guide; shipped production-ready UI components.
- Delivered hi-fi prototypes for core flows (onboarding, discovery, messaging...) with clean dev handoff.
- Ran concept tests on lo-fi flows; iterated to reduce friction in key tasks.

Product Designer (Contract) — PhotoPhlo

Jun 2024 – Jan 2025

New York, USA (remote)

- Owned 0→1 design from concept to MVP: IA, user flows, hi-fi UI, motion specs, and demo video.
- Led discovery (8 interviews, competitive map) to define personas and roadmap.

UX Designer — Endless Health

Jun 2023 – Jun 2024

Austin, USA (remote, part-time)

- Designed web/mobile touchpoints driving launch outcomes: 12k+ users, 4 partnerships, \$4.5M funding.
- Led UX for reports web app; +16% session duration via clearer IA and visual hierarchy.
- Shipped B2B admin portal flows with hi-fi prototypes and accessibility-ready specs.

UX Designer — Sero

Sep 2021 – Jul 2022

Mumbai, India

- Improved B2B e-commerce funnels (+12% task success, -27% task time) with IA + flow redesign.
- Built a responsive design system (tokens, components, docs).
- Ran usability studies and aligned features with sales-critical buyer workflows.

Product Designer — Echostream

Mar 2019 – Feb 2021

Mumbai, India

- Led “Project Khoj” from concept to pilot; designed localized K-12 learning toolkit.
- Co-designed CAD-enabled product lines; +12% artisan income; exhibited at major festivals.

Education

MFA Interaction Design — School of Visual Arts

2022 – 2024

New York, USA

Graduate Diploma, Product Design — ISDI School of Design & Innovation

2014 – 2018

Mumbai, India

Skills

UX Design | Wireframing, Prototyping, Information Architecture, User Flows, Content Design, Usability, Visual Design, Product Discovery, Storytelling, Presentation, Cross-Functional Collaboration.

UI Design | High Fidelity UI, Design Systems, Style Guides, Interactions, Accessibility (WCAG 2.1)

UX Research | User Interviews, Remote Usability Study, Evaluative Research, Contextual Inquiry, Field Study, Survey, Generative Research, Market Research, Heuristic Evaluation, Participatory Design, Workshops.

Tools | Figma, Adobe CC, Miro, Wix, Webflow, Hotjar, Usability Testing, Notion, Jira, Airtable, Google Suite.