

Harshi Rambhia

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Experience

- Founding Product Designer, PhotoPhlo** New York, USA (Remote) Jul 2025 - Present
- Led end-to-end MVP design for a networking app for photographers, achieving 54.5% day 1 and 35.4% day 14 retention within 3 weeks of beta launch across 60 users.
 - Partnered with the founder and engineer to define product requirements, user flows, and core features.
 - Conducted usability tests with 12 photographers, identifying critical onboarding gaps and designed empty states and progressive prompts to improve the user flow before launch.
 - Built a token-based design system, including a style guide, component library, UI patterns, and visual assets for a consistent, scalable product foundation.
- Product Designer, PhotoPhlo** New York, USA (Remote) Sep 2024 - Apr 2025
- Designed a photo-sharing app for photographers, turning an early vision into the first prototype with clear information architecture, feature demos and visual direction.
 - Led foundational research through user interviews and competitor analysis to identify target users and shape the product's core value proposition.
 - Created a pitch deck and feature demo video that supported entry into SUNY New Paltz's Accelerator Program.
- Product Designer, Endless Health** Austin, USA (Remote, part-time) Jun 2023 - Jun 2024
- Designed web and mobile experiences for a cardiovascular health testing service, contributing to growth milestones—\$4.5M in funding, 12k+ users, and 4 strategic partnerships.
 - Led the results portal redesign increasing session duration by 16% through clearer information architecture and visual hierarchy.
- UX/UI Designer, Sero** Mumbai, India Jul 2021 - Jun 2022
- Redesigned the information architecture and user flows for a B2B e-commerce web app.
 - Improved task success rate by 12% and dropped task time by 9%.
 - Led foundational and evaluative user research to identify pain points and define design improvements.
 - Collaborated with engineering to build a responsive, mobile-first design considering backend constraints.
- Product Designer, Echostream Studio** Gantok, India Mar 2019 - Feb 2021
- Led a team of 6 designers to create children's illustrated learning material rooted in ethnographic research.
 - Piloted new experiential learning pedagogy in collaboration with government schools in Sikkim.
 - Developed an innovative bamboo weaving technique and created a new product line that was exhibited at the Raw Collaborative and Serendipity Arts Festival.

Education

- MFA Interaction Design, School of Visual Arts** New York City, USA — 2022 - 2024
- Diploma Product Design, ISDI School of Design & Innovation** Mumbai, India — 2014 - 2018

Skills

UX Design

Wireframing, Prototyping, Information Architecture, User Flows, Content Design, Product Discovery, Storytelling, Presentation, Cross-Functional Collaboration

UI Design

High Fidelity UI, Visual Design, 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.