

Kshitiz Jain

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Profile

Product Designer currently pursuing an MSc in Human-Computer Interaction at UCL. I have 2+ years of experience designing mobile and web products used by more than 2 million users, with a focus on product discovery, UX research, prototyping, usability testing, funnel analysis, and design systems. I enjoy working closely with product, engineering, and data teams to turn complex user problems into clear, usable experiences.

Education

University College London

MSc Human-Computer Interaction

Sep 2025 – Sep 2026
London, United Kingdom

- Achieved a Distinction in Term 1.
- Relevant coursework: Human-AI Interaction, Interaction Science, User-Centred Data Visualisation, HCI for Health and Wellbeing, Future Interfaces, and Interaction Design.

Amity University

Bachelor of Computer Applications

Mar 2018 – Mar 2021
Noida, India

- Graduated with a final grade of 8.7/10.

Experience

Drop-in

Product Manager - Part-time

Jun 2026 – Present
London, United Kingdom

- Drop-in is a neighbourhood work club. A calm place to do focused work, drink ridiculously good coffee, and bump into the people who live near you. Same laptop. Better work.

Department for Transport UK

UX Researcher – MSc Thesis Project

Jan 2026 – Present
London, United Kingdom

- Designing a behavioural research study to understand how cancellation windows and refund framing influence learner drivers' decisions to cancel unused practical driving test slots.
- Turning an ambiguous policy problem into clear research questions, participant scenarios, experimental conditions, and measurable behavioural outcomes.
- Applying behavioural science concepts such as loss aversion, decision deadlines, fairness, and friction to support service design and policy decisions.

LeapScholar

Product Designer

Jun 2024 – Aug 2025
Bangalore, India

- Led product discovery and design for the Test Prep vertical, working across learning journeys, acquisition flows, dashboards, practice modules, and mock-test experiences.
- Used usability testing, funnel analysis, and A/B testing to identify friction points and improve student learning and conversion journeys.
- Designed mobile and web experiences used by 2M+ users across India and the UAE, collaborating closely with product managers, engineers, marketers, and analytics teams.
- Designed a PTE acquisition and learning dashboard that contributed to a 20% increase in NPS and a 72% improvement in the lead-to-enrolment funnel.
- Built Leap's design system from scratch, standardising 10+ reusable components and reducing design and development time by 40%.
- Supported junior designers with design-system usage, prototyping workflows, and handoff practices.

Kirana Club

Product Designer

May 2023 – Jun 2024
Bangalore, India

- Joined as the founding designer and owned the end-to-end design of a mobile app that later scaled to 1.8M+ Android users.
- Designed core product journeys from early concepts and user flows to wireframes, prototypes, high-fidelity UI, and usability testing.
- Worked with product managers, developers, and business stakeholders to balance user needs with product and growth goals.
- Redesigned the company website for FMCG professionals, increasing app downloads by 15% and supporting the onboarding of 50+ FMCG brands.

WorkIndia
UX Designer Intern

Jul 2022 – Nov 2022
Bangalore, India

- Conducted competitive analysis and user interviews to identify pain points in referral and communication flows.
- Improved referral journeys, email templates, and UI elements based on user feedback and visual design principles.

Selected Projects

Agentic AI in Design Workflows
Independent HCI Research Project

Apr 2026 – May 2026
United Kingdom

- Studied how designers use tools such as Claude, Figma AI, Gemini, and AI prototyping tools during early-stage product discovery.
- Explored how AI affects designer judgement, speed, control, trust, and collaboration between design and engineering teams.

Invisible Labor
UCL HCI Group Project

Sep 2025 – Dec 2025
United Kingdom

- Conducted UX research on mental load and invisible labour within domestic households, with a focus on emotional design and accessibility.
- Created research synthesis, prototypes, and high-fidelity mockups to communicate design opportunities and proposed solutions.

Skills

Design	Product Design, UX Research, Interaction Design, Prototyping, Wireframing, Design Systems, Information Architecture, Accessibility, Visual Design
Research & Product	Usability Testing, User Interviews, Competitive Analysis, A/B Testing, Funnel Analysis, Behavioural Research, Product Discovery, Journey Mapping
Tools	Figma, Framer, Webflow, Hotjar, Adobe Suite, HTML, CSS, Python, Shopify, Unity