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KSHIPRA JOSHI

Behavioral Experience Designer | Design Leader | Design Strategist

SUMMARY

I've been shaping digital behaviors since the inception of UX in India as part of NID's pioneering 2003 batch. My career has been defined by 'firsts', from being the founding designer at InMobi and Slabble to setting up the foundational design departments/processes for various mid to large-scale enterprises.

My work bridges empathy-driven research and design with business outcomes. Now returning with added expertise in behavioral marketing and consumer neuroscience, I bring a sharper lens to how subconscious decision-making shapes user experience.

EXPERIENCE

Independent UX Researcher (Caregiving Context)

BENGALURU, INDIA

2015 - PRESENT

- Spearheaded longitudinal qualitative research on neurodivergent learning patterns, tracking cognitive and behavioral evolution across multiple developmental stages.
- Executed iterative research cycles—observation, hypothesis, and experimentation—to refine educational strategies and outcomes.
- Developed custom learning interventions based on real-time feedback, significantly improving user engagement and adaptability.
- Translated complex behavioral data into actionable design insights, emphasizing inclusive design and accessibility principles.
- Navigated high-ambiguity environments, requiring constant recalibration of research methodologies to meet shifting user needs.

Amazon

BENGALURU, INDIA

User Experience Design Consultant

DEC 2013 - APR 2014

- Designed backend interfaces for the Android marketplace.
- Created a comprehensive developer dashboard to upload, review, submit, and manage builds.
- Built an internal dashboard for seller management and review.

- Delivered interaction design, prototyping, UI design, user testing, and collaborated with engineering for seamless integration.

Yahoo

BENGALURU, INDIA

User Experience Design Consultant

SEP 2012 - SEP 2013

- Designed multi-platform experiences for user-generated content (UGC).
- Developed internal content agility dashboards to streamline editorial workflows.
- Contributed to Yahoo! India portal: weather widget, comments, badges, live blogging, and interest quotient modules.

Slabble

BENGALURU, INDIA

User Experience Lead (INMOBI)

SEP 2011 - JUN 2012

- Designed and launched Slabble TV, a white-label interactive media guide for iOS & Android.
- Led end-to-end UX design including research, wireframing, prototyping, and usability testing.
- Collaborated with product managers and developers to align with business goals.
- Built scalable design systems ensuring consistency across platforms.
- Mentored junior designers and facilitated design workshops.

Slabble

BENGALURU, INDIA

Founding Member, User Experience

JAN 2011 - AUG 2011

- Co-founded UX strategy for a content discovery and delivery platform.
- Designed mobile experiences for curated feeds and social sharing.
- Featured in YourStory - 2 Seconds of Fame.

MindTree Wireless Pvt. Ltd. (Kyocera Wireless)

BENGALURU, INDIA

Senior User Interface Engineer

JAN 2010 - JAN 2011

- Contributed to N!Mo (Next in Mobility) division, creating India's first indigenous white-label Android device.
- Defined interaction models and design systems for a custom Android OS.

InMobi (mKhoj)

BENGALURU, INDIA

User Experience Designer

JAN 2009 - DEC 2009

- First UX designer at mKhoj/InMobi, embedding UX culture and design thinking in a fast-scaling startup.
- Designed AdROI™ advertiser platform and enhanced B2B mobile ad portal with innovative interaction paradigms.

- Designed the company website www.mKhoj.com.

Proteans Software Solutions (acquired by Symphony Services)

BENGALURU, INDIA

User Interface Engineer

FEB 2008 - OCT 2008

- Delivered UX strategies and heuristic evaluations for multiple enterprise clients.

National Institute of Design, R&D Campus

BENGALURU, INDIA

User Interface Design Associate

2006 - 2007

- Led UX research and design for IIT Chennai & n-Logue Pvt. Ltd (web app redesign).
- Partnered with GE Healthcare on user-centered interface design.

Trellisys.net Pvt. Ltd. / User Experience Intern

BENGALURU, INDIA

User Experience Intern

JUL 2005 - FEB 2006

- Designed a learning-based CRM survey system for client projects.

Grey Worldwide (India) Pvt. Ltd.

BENGALURU, INDIA

Summer Intern

MAY 2004 - JUN 2004

- Conducted user research & brand insights for client campaigns.

EDUCATION

National Institute of Design

Master of Design (Interaction Design/Information and Digital Design)

NATIONAL INSTITUTE OF DESIGN - AHMEDABAD, INDIA | 2003

SKILLS

UX Strategy & Design Thinking, Interaction Design & Prototyping, Design Systems & UI Development, User Research & Usability Testing, Content Discovery & Media Platforms. Cross-functional Collaboration