

KSHIPRA JOSHI

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With over 15 years of professional experience, I am a Product Designer dedicated to building solutions founded on human behavior, rigorous research, and practical user requirements. Having served as an early contributor to InMobi and India's pioneering Android smartphone projects, my background encompasses fintech, consumer products, mobile platforms, and enterprise architecture. Beyond traditional design roles, I dedicated a decade to an independent longitudinal study on neurodivergent development, gaining specialized expertise in accessibility, cognition, and behavioral research. I am currently directing product design for an early-stage fintech startup, where I oversee the entire lifecycle from initial discovery and MVP through to launch and subsequent growth.

WORK EXPERIENCE

Product design consultant

Nudget | Bengaluru, India

Oct 2025 - Present

Nudget, a bootstrapped FinTech startup is a privacy-first expense tracking concept designed for India's UPI-driven economy.

- Developed a deep understanding of users' financial habits through interviews, observation, and ongoing conversations, using those insights to shape the product from its earliest stages.
- Reimagined expense tracking around existing user behaviors, transforming bank SMS notifications into a seamless and largely automated capture experience.
- Grounded product direction in observed user behavior using rapid prototypes and continuous feedback to evolve the experience around real user needs rather than assumptions.

Independent UX Researcher - Neurodivergent Learning & Development

Self-Employed | Bengaluru, India

2015 - Present

10-year longitudinal research initiative focused on learning behaviors, accessibility, and individualized intervention design (ages 2–12).

- Studied neurodivergent learning behaviors over time, identifying patterns that informed individualized learning interventions.
- Refined learning approaches through continuous observation, experimentation and feedback, adapting strategies to evolving needs.
- Applied behavioral insights, inclusive design principles and accessibility considerations to improve engagement and learning outcomes.

User Experience Design Consultant

Amazon | Bengaluru, India

Dec 2013 - Apr 2014

- Partnered with product and engineering teams to redesign the Amazon Appstore developer console, streamlining the end-to-end lifecycle for developers to build, manage, and publish applications.
- Led cross-functional UX efforts for high-impact developer workflows, including app submission and analytics, significantly reducing friction in the release management pipeline.
- Optimized portal usability, resulting in more efficient app distribution for Android developers targeting Amazon customers and Fire devices.

User Experience Design Consultant

Yahoo! | Bengaluru, India

Sep 2012 - Sep 2013

- Designed multi-platform content and community experiences, collaborating with cross-functional partners to drive user engagement and scalability across the Yahoo ecosystem.
- Modernized internal editorial and CMS tools, driving significant operational efficiencies for content teams by streamlining publishing workflows in complex enterprise environments.
- Drove the design of UCG Yahoo! India experiences (comments, personalization, live blogging) by leveraging evidence-based research and collaborative prototyping to align user needs with business goals.

User Experience Lead - Slabble TV

INMOBI | Bengaluru, India

Sep 2011 - Jun 2012

- Contributed to the strategic pivot of Slabble into a scalable white-label TV platform, identifying key market opportunities to transition from a consumer-facing app to a white label solution.
- Optimized content discovery through behavior-driven interaction patterns, leveraging rapid iteration to enhance user engagement across multiple provider implementations.
- Defined reusable interaction patterns and platform foundations in partnership with product and engineering, enabling consistent experiences across provider implementations.

Founding Member, User Experience

Slabble Content Discovery/News Aggregator | Bengaluru, India

Jan 2011 - Aug 2011

- Defined the foundational MVP strategy and brand identity as a founding member, driving the product vision for a high-growth content aggregator from concept to successful market launch.
- Executed a lean design process focused on user-validated growth, iterating on curated feed and social sharing features to maximize early user retention and content consumption.

- Worked in tight lockstep with engineering and founders to maintain an agile workflow, ensuring design excellence while meeting the high-velocity demands of a startup environment.

Senior User Interface Engineer

MindTree Pvt. Ltd. (Kyocera Wireless) | Bengaluru, India

Jan 2010 - Jan 2011

- Contributed to the UX strategy for India's inaugural white-label smartphone portfolio, defining and documenting system-level interaction patterns across CDMA and early Android custom ROM.
- Executed a multidisciplinary design process to bridge rigid hardware constraints with user-centricity, resulting in optimized device performance and a 30% improvement in navigation efficiency for end-users.
- Comprehensive, research-led design workflows in collaboration with engineering to ensure seamless UI consistency across diverse carrier requirements and rapid platform transitions.

User Experience Designer

INMOBI | Bengaluru, India

Jan 2009 - Dec 2009

- As the founding UX designer at mKhoj (pre-InMobi), institutionalized design maturity, scaling user-centered practices from zero to support rapid, hyper-growth enterprise needs.
- Designed the core experience for AdROIt™ and the B2B portal, defining scalable interaction paradigms that supported the company's trajectory into a global advertising leader.
- Leveraged usability testing, behavioral analysis, and rapid iteration to uncover user needs, validate design decisions, and improve customer-facing experiences and internal platform capabilities

User Interface Engineer

Proteans Software Solutions (acquired by Symphony Services) | Bengaluru, India

Feb 2008 - Oct 2008

- Partnered with enterprise clients to identify usability, workflow and experience challenges across digital products and services.
 - Conducted heuristic evaluations and UX assessments, translating findings into actionable design strategies and product recommendations.
 - Championed systems-thinking across diverse service ecosystems, driving cross-functional alignment to deliver seamless, user-centric product outcomes.
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INTERNSHIPS

User Interface Design Associate

National Institute of Design, R&D Campus | Bengaluru, India

2006 - 2007

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

User Experience Intern

Trellisys.net Pvt. Ltd. / User Experience Intern | Bengaluru, India

Jul 2005 - Feb 2006

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

Summer Intern

Grey Worldwide (India) Pvt. Ltd. | Bengaluru, India

May 2004 - Jun 2004

- Conducted user research & brand insights for client campaigns.
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EDUCATION

Master of Design (Information and Digital Design)

National Institute of Design – Ahmedabad, INDIA | 2003 - 2007

Bachelors of Computer Applications (BCA)

Bangalore University, – Bangalore, India | 2000 - 2003

CORE EXPERTISES

Product & Design Thinking, Interaction Design, Prototyping, Design Systems, UI Development, User Research, Usability Testing, AI Workflows, Cross-functional Collaboration, Mentorship