

Mahesh Reddy Remala

Product Designer

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Product Designer with 3+ years of experience delivering end-to-end product and UX design across 15+ early-stage startups and organizations in insurtech, health, nonprofit, advisory, real estate, and e-commerce. Experienced across 0-to-1 product design, UX, design systems, and no-code/CMS execution. Delivered measurable outcomes including up to 20% lower bounce rates, 50% faster development cycles, and 11,000+ active monthly users.

WORK EXPERIENCE

Concurrent dates reflect contract engagements.

Product Designer - RS Technologies Inc, Remote

June 2026 - Present

- Lead the end-to-end redesign of the company website, translating business requirements and user needs into intuitive, high-fidelity responsive experiences.
- Restructure information architecture and critical user journeys to improve accessibility, navigation, and the overall user experience.

Product Designer - Supercharged Studio, Remote

March 2024 - June 2026

- Drove engagement and revenue growth across 15+ early-stage startups in health, nonprofit, real estate, and advisory sectors through product and UX design engagements.
- Grew an EB-5 advisory website to 11,000+ active monthly users by redesigning the experience and simplifying information architecture across key discovery paths.
- Reduced bounce rate by 15% for B2B insurtech client Optimity by restructuring content hierarchy and improving the user journey.

Founding Product Designer - Immigration Diligence, Washington, DC (Remote)

November 2025 - December 2025

- Led 0-to-1 product design for a new advisory platform, owning the full lifecycle from initial concept through market launch.
- Cut future development cycles by 50% and reduced engineering dependency by 30% by creating a modular design system, reusable HubSpot component library, and scalable CMS.
- Partnered with founders across agile sprints to align product design decisions with business goals and technical constraints.

UI/UX Developer - American Immigrant Investor Alliance, Washington, DC (Remote)

August 2025 - December 2025

- Reduced website bounce rate by 20% by conducting a UX content audit and restructuring information architecture for three key distinct audience segments.
- Designed and delivered 10+ developer-ready responsive pages in Figma, improving content discovery and average time on page.
- Managed WordPress CMS data migration across 50+ pages, preserving content structure and supporting a seamless transition to the redesigned site.

Graduate Assistant, Product Designer - Thomas Jefferson University, Philadelphia, PA

August 2023 - May 2025

- Achieved 90% task success and an NPS of 100 for EdAbroad, an AI-powered study-abroad platform, by leading end-to-end research, information architecture, wireframing, and prototyping.
- Raised WubbaNub's Baymard heuristic score from -22 to 71 by redesigning e-commerce flows and introducing conversion-focused features.
- Conducted 50+ user interviews and 30+ usability tests across 10 end-to-end design projects spanning web, mobile, and emerging-technology platforms.
- Designed Textitag, a circular-fashion sustainability dashboard in collaboration with WM, EON, and Under Armour, improving supply-chain traceability for end-of-life garment tracking.

Junior UX Designer - *Supercharged Studio, Remote*

February 2022 - February 2024

- Reduced client development time by 25% by creating scalable design systems and reusable Figma component libraries across multiple client engagements.
- Cut requirement changes and review cycles by 30% through structured discovery workshops with founders that aligned business goals and UX direction before design began.
- Delivered across the end-to-end UX lifecycle, including user research, information architecture, wireframing, UI design, prototyping, design systems, and developer handoff.

PROFESSIONAL SKILLS

Product & UX Design: 0-to-1 Product Design, User Experience Design (UX), User Interface Design (UI), Wireframing, Prototyping, Responsive Design, Agile Methodologies, Information Architecture, Interaction Design, Design Thinking, Accessibility Design, Design Systems, Usability Testing, A/B Testing, CMS Migration

Research: User Research, Product Discovery, Requirements Gathering, Heuristic Evaluations, Competitive Analysis, Storytelling, Content Strategy

Design Tools: Figma, FigJam, Framer, HubSpot, Shopify, Webflow, Notion, Adobe Photoshop, Microsoft Office Suite, Voiceflow

EDUCATION

MS, User Experience and Interaction Design - *Thomas Jefferson University, Philadelphia, PA*

May 2025

B.Tech in Computer Science and Engineering - *Vardhaman College of Engineering, Hyderabad, India*

May 2023

CERTIFICATIONS

Google UX Professional Specialization - *Google, Coursera*

April 2022

Web Design for Everybody - *University of Michigan, Coursera*

April 2022