

Preeti Vijayakumar

✉ preeti.bengaluru@gmail.com 📞 (781) 226-9587 📍 Boston, MA (Open to Relocate) 📁 Portfolio 🌐 LinkedIn

Product Designer with 4+ years designing and researching complex, high-stakes systems end-to-end — across healthcare, B2B SaaS, safety, AI, and consumer products. Owns the full product lifecycle: stakeholder alignment and MVP scoping, mixed-methods research, information architecture and design systems, usability testing, and direct development (Webflow, Drupal, React via AI-assisted coding). 25+ products shipped, 4 publications in progress. Treats AI tools as a speed multiplier — research findings, design decisions, and evaluation stay human-owned and verified before shipping.

🎓 EDUCATION

MS in Human Factors in Information Design (HCI)

Jan 2024 – May 2025 | Boston, MA

Bentley University | Beta Gamma Sigma Honor Society (Top 20% of Class, GPA: 3.85)

Key Courses: Research Methods in HCI, Usability Testing & Assessment, Human Factors for Digital Products, Immersive (AR/VR) & Conversational AI Design

B.Tech in Electronics & Communication Engineering (with Minor in CS)

Aug 2015 – Aug 2019 | Bengaluru, India

PES University (GPA: 3.70)

💼 PROFESSIONAL EXPERIENCE

UX Research Associate

Mar 2026 – Present | Boston, MA

Bentley University Haptics Lab

- Designing and running experimental studies on human perception end-to-end — including a 15-driver simulator study on haptic hazard cues (targeting CHI 2026) and a 3-round situational-awareness study comparing wearable alert modalities across app, haptic/LED watch, and eStim patch (n=20)
- Leading a 36-person textile-perception benchmark across touch, sight, and both modalities, plus a 600-participant survey — with co-authorship on 4 publications currently in progress

Lead Product Designer

Jan 2026 – Mar 2026 | Boston, MA (Remote)

RightRun | Consumer Mobile App (Running & Fitness) — Android & iOS

- Designed the social layer end-to-end on a new design system — feed, communities, and leaderboards — shipping 50+ screens and turning a tracking tool into a reason to come back
- Used AI tools (Figma Make, Cursor) daily to accelerate prototyping and iteration within a compressed timeline

UX Designer

Aug 2025 – Jan 2026 | San Francisco, CA (Remote)

InsiTune | AI-Powered Consumer Platform (Early-Stage Startup)

- Ran 15+ interviews to prove people would talk on an early-stage discussion forum, then carried the findings through flows and prototypes to funding conversations
- Used AI-assisted tools (Claude, Figma Make, Cursor) as a core part of the design process — prototyping quickly, then working more closely on high-fidelity execution

UX Design Consultant

Oct 2024 – May 2025 | Boston, MA

Bentley University E-Hub | Academic Entrepreneurship Accelerator

- Redesigned and directly built the E-Hub website in Drupal, improving task success rate by 40% through human-factors-driven information architecture and WCAG-accessible execution

Product Designer & Webflow Developer

Jul 2021 – Dec 2023 | Bengaluru, India

Independent Consultant (via Upwork) | B2B & B2C Digital Products

- Designed 25+ responsive digital products end-to-end across web, iOS, and Android for B2B and B2C clients, achieving 90% client satisfaction and cutting project turnaround by 30–50% using design systems and annotated developer handoff
- **AfrECC**: Rebuilt a mobile-first awareness site with physicians and oncologists, increasing donations by 15%

🔧 PROJECTS

Vision Health Dashboard: Redesigning Glaucoma Visualization for Clinicians and Patients

Sponsor: VIRTUAL FIELD

- Rebuilt six separate paper reports into one longitudinal dashboard a specialist and a patient can both read — grounded in 12 clinician interviews and 6 usability tests
- Shipped 3 connected assets: a clinician dashboard, a patient view with printed handout, and an AI-powered chatbot with defined persona, escalation logic, and structured data grounding — validated through 2 rounds of clinician QA

Goal-Tracking Platform: Designing a Cascading OKR System for a Multi-Level Organization

Enterprise B2B SaaS — Independent Consultant

- Designed a single system where goals cascade across 4 organizational levels — company, department, team, and individual — so every level tracks its own work without losing sight of what it rolls up to
- Designed 344 screens end-to-end, with screen count growing from an initial 30 as edge cases and 4 interdependent user types revealed the system's real complexity

🛠 SKILLS

STRATEGY — Stakeholder Alignment, Competitive & Landscape Analysis, Product Roadmaps, MVP Scoping, Success Criteria Definition

RESEARCH — Semi-Structured Interviews, Participant Recruitment & Screening, Contextual Observation, Surveys, Experimental Study Design, Affinity Mapping, Journey Maps & Personas

DESIGN — User Flows, Information Architecture, Wireframes, High-Fidelity Prototypes, Design Systems, Accessibility (WCAG)

USABILITY TESTING — Moderated & Unmoderated Testing, Benchmark Tasks, Within- & Between-Subjects Studies, Heuristic Evaluation

DEVELOPMENT — Webflow, Drupal, HTML/CSS/JavaScript, jQuery, React (AI-Assisted), Python, GitHub, Annotated Developer Handoff

AI & TOOLS — Figma, Figma Make, Cursor, Lovable, Claude, Claude Code, ChatGPT/Codex, Adobe CC, Miro, Notion, Qualtrics, UserTesting, Maze, JASP, Zoom, LaTeX