

Ankita Menon

Senior Product Designer

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SUMMARY

I've spent 10+ years designing mobile/web products across B2B SaaS and B2C, with work that's reached 10M+ devices globally. My experience spans complex 0-to-1 / 1-to-n product design, product ownership, customer design enablement, user retention strategies and cross-functional work with senior stakeholders to support business growth.

In my free time, I'm using Claude Code, drawing or making mezcal cocktails.

SKILLS & TOOLS

Design & Prototyping: Figma, Claude Code, Cursor, Codex, Adobe Creative Suite, Figma Make, HTML, CSS, JSON

Specialties: UX Strategy, UI Design Systems, Design Enablement, Interaction Design

Research & Ideation: Userbrain, Maze, Miro, Claude, ChatGPT, Gemini

Management & Delivery: Jira, GitHub, Asana

WORK EXPERIENCE

Senior Product Designer | Modo Labs

May 2022 – Aug 2026

Design lead for Modo's highest-ARR vertical, supporting 200+ customers while owning product design, customer enablement and cross-functional delivery.

- Owned end-to-end design of core platform-level features, driving 5x faster user workflows across 250+ Fortune 1000 companies and leading universities.
- Led UX strategy for at-risk and high-value customers including Texas A&M, Blue Cross Blue Shield, Kirkland & Ellis, UNC, Penn State and AFDB as part of a retention and expansion program supporting >90% GRR and >100% NRR targets.
- Relaunched and owned the primary customer template gallery, increasing device traffic from 0% to 45% in 30 days and unique visitors by 66.6% in year one.
- Designed a 0-to-1 multi-persona campus engagement hub, spanning 20+ screens across native mobile and desktop and launching to 17 campuses representing 85,532 enrolled users within 60 days.
- Scaled design enablement workshops and templates that unblocked 80%+ of internal teams and improved customer acquisition, adoption and retention.
- Directed cross-functional delivery across 0-to-1 launches, managing designers, engineers and contractors, partnering with senior stakeholders and reporting to the co-founder to align priorities with customer and business needs.

Product Designer | Modo Labs

Feb 2020 – May 2022

Focused on core platform UX/UI and product improvements, leading to promotion to Senior Product Designer.

- Owned end-to-end design of platform products and features to help customers build effective applications for their users.
- Cut demo build time 3x through reusable templates and detailed design specs for Sales and customer-facing teams.
- Created scalable UI components and patterns that improved end-user usability and design-system consistency.
- Started design office hours and customer enablement sessions, expanding them into reusable templates, guidance and group sessions reaching 200+ attendees.
- Collaborated weekly with Product and Engineering to refine features, sprint backlogs and design timelines.

Creative Designer, Product & Marketing | Modo Labs

Feb 2017 – Jan 2020

Hybrid marketing and product design role, leading to promotion into Product Design to drive deeper product improvements.

- Built and governed the company-wide visual identity, directing creative execution across web, digital, product, campaigns, sales materials and event experiences.

- Turned brand strategy into end-user journeys and product use cases, informing reusable screens, templates and UI patterns across the platform.
- Trained Sales, Customer Success and Go-Live teams on brand and design standards, using customer calls and implementations to inform product and marketing experiences.

Creative Designer, Product & Marketing | Retensa

Feb 2016 – Dec 2016

- Led a company-wide visual rebrand across identity, typography, marketing and product UI, creating a cohesive brand across customer touchpoints.
- Designed data visualizations, infographics and modular diagrams to support business goals.

Freelance Designer | Thursday Boot Co.

Sep 2015 – Dec 2015

- Focused on brand storytelling, creating campaign designs featured in Esquire and across social media.
- Conceptualized and art-directed product photoshoots from initial concepts through final environments, including extensive photo editing and campaign production.

Design Intern | Reclaim New York

Jun 2015 – Sep 2015

- Conceptualized and executed multi-channel advertising campaigns, social infographics and an original video series to expand the organization’s digital content.
- Established design guidelines that strengthened Reclaim’s social media presence and engagement.

Design Intern | Taffard Fabrics

May 2014 – Dec 2014

- Designed e-commerce UX/UI and art-directed photography to showcase and sell the brand’s expanding product line.

EDUCATION

Bachelor of Fine Arts, Communication Design | Parsons School of Design

Sep 2012 – Dec 2015

- Honors: Dean's List, Dean's Scholarship
- Parsons Early Graduate
- Introductory year: Design & Technology