

Ankita Menon

Sr. Product Designer

CONTACT

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DESIGN PORTFOLIO

ankitamenon.com

SPECIALTIES

Product Design
Design Strategy
Design Enablement
Product Management

DESIGN TOOLS

Figma
Adobe Suite
Userbrain
Canva
Webflow / Squarespace
Procreate

AI WORKFLOWS

Claude Code
Claude
Figma Make
ChatGPT
Gemini
Midjourney

PROJECT MANAGEMENT

Jira
Asana
GitHub

CODING EXPERIENCE

HTML
CSS
JSON

LANGUAGES

English
Malayalam
Hindi

I'm a senior product designer and strategist, based in Boston. I have over 10+ years of experience leading end-to-end designs for B2B & B2C digital products.

KEY RESULTS

- Drove adoption on tools by **45%** as product manager, design lead & owner
- **3x** demo and go-live design speed by strategizing and creating **80+** design templates
- Boosted design involvement with design office hours and direct 'customer design enablement' sessions

EXPERIENCE

Senior Product Designer

May 2022 – Aug 2026

Modo Labs

- Led design concepts for UX/UI across the platform, setting patterns applied consistently across the full product suite.
- Owned end-to-end product quality – managing, improving, and maintaining several products on the platform to meet functional and design standards.
- Partnered daily with engineering, product, customer success, marketing and design to ship design patterns, high- and low-fidelity mockups, UI component specs, and HTML/CSS/JSON prototypes.
- Worked directly with customers, partners, and internal teams to translate business requirements into intuitive, multi-platform experiences.

Product Designer

Feb 2020 – May 2022

Modo Labs

- Delivered end-to-end UX/UI across the platform – from concept through engineering handoff – in the two years leading up to the move into the senior role.

Creative Designer, Marketing and Product

Feb 2017 – Jan 2020

Modo Labs

- Built and maintained the brand style guide that unified web, digital, social, and print communications company-wide.
- Directed creative execution across web, UX, digital, social, print, and every other visual communication channel.
- Conceptualized multi-platform experiences that showcased the company's products.
- Contributed directly to the design of key end-user-facing products and technologies.
- Created the materials that explained the products to current and prospective customers.
- Partnered with the Sales Engineering team to design and configure sales demos.

Creative Designer

Feb – Dec 2016

Retensa · New York

- Took on a multifaceted role reworking the company's brand strategy end to end.
- Developed identity guidelines that were adopted company-wide across product UI.
- Designed product web layouts and contributed directly to front-end development.
- Built the sales and marketing collateral that helped drive new bookings.
- Crafted diagram modules that clearly communicated a multi-stage talent-management process.

EARLIER EXPERIENCE

Designer, Thursday Boot Co.; Creative Intern, Reclaim NY; Design Intern, Taffard Fabrics.

Brand imaging and photo-shoot direction for product campaigns featured in Esquire Magazine.

EDUCATION

BFA, Communication Design

2012 – 2015

(Intro year: Design and Technology)

Parsons School of Design – The New School

Dean's List · Dean's Scholarship · Parsons Early Graduate