

Kaustubh Mokashi

Product Design Lead @ Paperpal

**Nominated for BERLIN UX Design Awards
2026**

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Highly skilled UX Designer with over **10 years** of experience in designing User-Centered interfaces.

Committed to creating intuitive and engaging digital experiences that drive business growth. Seeking a challenging position to contribute expertise in UX design and enhance user satisfaction.

Experience

Product Design Lead/Manager | Paperpal

Jun 2024 - Present

- Leading design for Paperpal's core experiences: the AI-powered writing Editor and ChatPDF, an academic-focused AI reading assistant.
- Spearheaded the redesign of the Editor, improving feedback clarity and usability, resulting in a 60% increase in user feedback quality and engagement.
- Designed and shipped Paperpal Library, & ChatPDF, now the highest-activating feature across the platform, driving user adoption and retention.
- Collaborating cross-functionally with product managers and engineers to deliver high-impact features and ensure design quality across the user journey.

Associate Director of Design | Beem

Oct 2023 - Jun 2024

- Fintech product, similar to Cashapp, and Revolut.
- Managing a team of Product designers and delivering the upcoming features.
- Researched and designed AI Chatbot for Financial Needs of the users based on GPT4, working towards the engagement metrics for the same.

Lead UX Designer | Simplilearn

Jul 2021 - Oct 2023

- Led the Skillup domain, achieving increased revenue without marketing involvement, making it the only profitable department.
- Successfully increased completion rate on the Simplilearn platform from 35% to 50% through targeted UX initiatives led by a POD team.
- Redesigned the Help & Support section, resulting in a significant improvement of customer satisfaction (CSAT) from 3.2 to 4.1.
- Conducted extensive UX research with existing learners, leading to a complete restructuring of the Information Architecture, Dashboard, and Learning Experience.
- Developed and implemented a community strategy that positively impacted monthly active users, increasing the count from ~80 to ~1000.

UX Design PRO Mentor | MyCaptain

Nov 2022 - 2024

- Mentored over 600 individuals in UX Design, providing guidance and support in their career development.
- Assisted mentees in finding the right job and honing their UX design skills.

UX Designer | GoodWorkLabs

2019 - 2021

- Redesigned websites and internal platforms for Unilever, including Critical Incident Management, Compliance report generator, and Risk assessment tool, resulting in improved user experience and streamlined processes.
- Contributed to the UX design of DWS 2.0, an HRMS platform developed by Teamlease, enhancing its usability and efficiency.
- Designed an app for an IoT dialysis device for a Singapore-based company, AWAK, enabling users to easily monitor and manage their treatment.
- Led a team of 3 to design the MVP version of the Microsavigs platform for Siply, resulting in a user-friendly solution for managing personal finances.
- Collaborated in a team of 2 to redesign the AllForSport mobileweb version for Decathlon, enhancing the browsing and shopping experience for sports enthusiasts.
- Redesigned the ecommerce platform for Luminous batteries, leading to a significant increase in conversion rate from 2% to 5%.

UI/UX Designer | Skillenza

2018-2019

- Conducted manual testing on UX design elements and authored feedback reports for future updates.
- Presented UX designs and solutions to senior staff, advocating for user-centric design decisions.

Freelance UX Designer

2017-2018

- Worked remotely as a UX Designer for Sylo Supply Inc. in Boston, designing various products for sale on Amazon, resulting in increased sales and positive customer feedback.
- Collaborated with GoldenFleece ICO in Greece, contributing to marketing campaigns and interface redesign, improving user engagement and conversion rates.

Co-Founder, Designer | GrabBlocks

2016-2017

- Co-founded the company and designed an ecommerce platform on Squarespace, enabling efficient online transactions and enhancing the overall user experience.

Education

UI UX Bootcamp | University of Massachusetts Amherst

2023

Isenberg School of Management

[View Certificate](#)

Master's Program | Simplilearn

2023

UI/UX Design Expert

[View Certificate](#)

Bachelor of Engineering (Dropout) | PESIT

2012-2017

Computer Science Engineering

Human-Computer Interaction | InteractionDesign.org

2020

HCI Certification

[View Certificate](#)

Skills

- UX Research
- Wireframing and Prototyping (Figma, Sketch, Adobe XD)
- Usability Testing
- Information Architecture & User Flows
- Interaction Design
- Visual Design (Figma)
- Data Visualization
- Project Management
- Communication and Collaboration

Portfolio

kaustubhmokashi.com