

Apoorv Mahajan

UX and Product Designer

New York, NY

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SUMMARY

Product designer who builds. 6+ years designing AI, automotive, spatial and mobile products end to end, from user research and information architecture to working prototypes in SwiftUI and React. MS in Human-Computer Interaction.

HOW I DESIGN

I design for intent: the behavior a product should create. I find it through user research, design to earn it, then test how people actually react.

EXPERIENCE

UX Engineer · Woven by Toyota

Ann Arbor, MI · November 2025 – October 2026

- Redesigned in-car voice instructions from fixed-distance to speed-based timing; in the real-car retest, 70% of drivers understood them, a 50% improvement over the previous iteration.
- Turned research covering over 100 participants into 22 driving scenarios for an in-car AI; in A/B tests with 35 participants, 80% preferred a cleaner, less talkative version.
- Self-initiated and pitched a fleet-oversight concept after spotting a need on another team: a data-dense desktop dashboard (incident log, hotspot map, graphs), an iOS driving history app and an in-vehicle co-pilot; owned its research, design and prototypes, which fed the UX research team.
- Architected a Figma design system adopted by four Toyota companies; handed off React, SwiftUI and Flutter code.

UI/UX Designer · Omnia

Chicago, IL · September 2024 – November 2025

- Designed CarPlay and mobile parking apps to remove the friction of finding a spot and paying, cutting search time 15% and making payment 30% faster.
- Redesigned the media-upload flow from task analysis, lifting task completion 65% across 40 participants.
- Tested AI-powered feedback prototypes (SwiftUI, React) with 40 participants through A/B tests and cognitive walkthroughs, reducing user errors by 13%.
- Designed and built spatial interfaces for Apple Vision Pro and Meta Quest in Unity and visionOS, including a voice-first tutorial app.

UX Researcher and UI Designer · Patched Reality

Chicago, IL · August 2024 – September 2024

- Ran longitudinal user studies for SynCare's EHR system and clarified its medical data visualization.
- Added a level-progression map to Reach Shoulder Health's VR physiotherapy app for elderly patients.

Founder and UX Consultant · Crazy Minds

Pune, India (Remote) · July 2019 – September 2023

- Delivered 25+ UX/UI projects in fintech, health tech and e-commerce, leading user research and redesigns.
- Created modular design systems that sped up developer onboarding and client product cycles.

Product Designer and Developer · Independent

Remote · October 2026 – Present

- Fleet Console: re-created the Woven fleet concept under NDA as a working three-surface prototype (desktop, iPhone, in-vehicle) with Plumb, an original design system for dense B2B UI.
- Design-crew: built an agent pipeline in Claude Code (8 agents, 2 human decision gates) that took the re-creation from brief to critiqued prototype across 34 logged runs.
- Just Fill it!: designed and shipped a Chrome and Safari extension replacing a 15-step manual loop.

EDUCATION

M.S. in Human-Computer Interaction, DePaul University · Chicago, IL · 2023 – 2025 · GPA 3.9/4.0

B.A. in Mass Communication (Audio-Visual), Symbiosis Centre for Media and Communication · Pune, India · 2019 – 2021 · CGPA 7.46/10

SKILLS

Design: User research, information architecture, interaction design, voice and spatial UI, design systems, prototyping, WCAG 2.1

Tools and code: Figma, SwiftUI, React, TypeScript, Python, Unity, Claude, Claude Code, Cursor

Languages: English, Hindi