

Rhea Jayachandran

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Experience

Middesk – San Francisco, CA

May 2022 - Present

Senior Product Designer

middesk.com

- Owns the Entity Management product suite end-to-end, scoping and shipping net new features
- Prototypes working interfaces with Claude Code to validate assumptions with stakeholders before engineering investment.
- Ships UI improvements directly to production using Devin, reducing design-to-eng handoff friction and maintaining visual quality without consuming engineering cycles.
- Led end-to-end redesign of the core product: rearchitecting information structure, introducing modular order management, and enabling a shift from fixed-price to à la carte. Reduced sales cycle friction and became the foundation for all subsequent product development.

Optimizely – San Francisco, CA

October 2019 - March 2022

Product Designer

optimizely.com

- Became the sole designer responsible for the entire legacy product suite post-acquisition, triaging and prioritizing design work across both experimentation products (A/B testing and Feature Flagging)
- Built and maintained the design system used across all product teams, accelerating design-to-dev handoff and establishing shared component standards across other acquired products post-acquisition.

Autodesk – San Francisco, CA

September 2017 - October 2019

UX Designer

autodesk.com

- Sole designer on an internal facing team working to create better tools, workflows, and processes for Customer Success Managers through user research, prototyping, and mockups.
- Worked laterally across the organization - supporting product management, business analysts, and data analysts (as well as internal communications through the creation of illustrations and graphics).
- Created a new dashboard for the customer success organization to manage customers. Decreased time to prepare for customer meetings from days to minutes.

Education

Pitzer College, B.A. in Studio Art Major, Math Minor

August 2012 - May 2016

Tradecraft, Product Design

September 2016 - December 2016