Rhitik Khanna

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Senior Product Designer • UX, AI Products & Design Systems

Senior Product Designer with 4+ years designing AI products, multi-role workflows and design systems, from AI learning companions to a health app and e-commerce. At Gooru, grew from UI/UX Designer to UX Design Lead, leading UX across 9 MyGooru products, their shared design system and an AI health companion. As a freelancer, lifted a Shopify store's conversion 2.4×. Hands-on from research and IA to prototypes, accessibility and design-to-code.

SKILLS

Product & UX: User research, journeys, information architecture, prototyping, usability testing, interaction design, UX writing, multi-role flows

AI & Domains: AI companions and conversational UX, EdTech and LMS (K-12, assessments, learning analytics), healthcare, e-commerce, macOS

Systems & Tools: Design systems, tokens, Figma variables, WCAG 2.2 AA • Figma, FigJam, Framer, React, Shopify Liquid, SwiftUI, Claude Code

EXPERIENCE

UX Design Lead, Gooru Learning

Sep 2024 — Present • Bengaluru • AI learning platform

- Lead end-to-end UX for MyGooru and the MyGooru Companion (AI) across 9 products for students, instructors, mentors/parents and admins, embedded in partner LMS/LXP platforms.
- Defined how the Companion answers: every reply is a card (claim → evidence → actions → source), docked beside the work so learners and instructors never lose their page.
- Designed the instructor triage: 16 kinds of nudge in 4 urgency bands, so every alert leads to the students it affects and an action.
- Designed the learner's journey: 4 levels (milestone → domain → competency → resource), chapter navigation, quiz review and proficiency views.
- Led UX for MyCurrent, an AI companion for young adults after cancer treatment: onboarding for 4 roles, daily check-ins and 3-tier safety escalation.
- Designed Curriculum Crosswalk, a B2B AI workspace mapping 8 national curricula × 3 subjects × 4 levels for a global kids' media company.
- Designed tenant onboarding for national deployments such as Barbados: domain → locations → class lists, set up without support.
- Built the MyGooru design system: 159 variables, 55 variants, a Figma library, React components and an MCP server for AI tools.

UI/UX Designer, Gooru Learning

Jul 2022 — Aug 2024 • Bengaluru

- Designed self-service institutional sign-up (DIY flow) and the CADRE portal for the State of Tennessee; project reporting attributed 60% less administrative burden and 60% higher efficiency.
- Redesigned 7+ Navigator tools and the instructor and admin dashboards for progress, assignments and content.

Freelance Product Designer (E-commerce), Goloka by ISKCON Bangalore

2026 • Remote • Shopify

- Redesigned the Shopify store (134 products, 10 categories) in two phases: conversion rose 2.4× (0.96% → 2.31%), net sales per day 4.4×, average order value +56% and cart abandonment fell 8 points.

Freelance Web Designer & Framer Developer, Maqaam Foundation

2026 • Remote • Framer

- Designed and built an editorial arts website: 24 exhibition records, ~20 custom code components and a self-serve CMS.

EDUCATION

M.Sc. Digital Society, IIIT Bangalore • 2020 — 2022 • GPA 3.8 / 4.0

B.A. Social Sciences, Tata Institute of Social Sciences (TISS) • 2017 — 2020

RECOGNITION

UXCEL Design Challenge: ranked #6 globally (2024)

Selected work and case studies at rhitik.in