



KANIKA REHANI

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516-413-4455

SKILLS

Tools

Figma, Sketch, Invision,
Adobe CS, HTML, CSS,
SCSS, Light Front-end
(React, Github, VSCode)

Process

Research, product strategy,
user journeys, UX and UI,
usability testing, metric
driven analysis, roadmaps

SPEAKER

2021
StarEast Conference

2020
Agile DevOps Conference

EDUCATION

2013
UC Berkeley
Course Completed for
Product Management at Haas

2001
School of Visual Arts (SVA)
BFA in Graphic Design

AWARDS

2008
Malofiej16 Silver Award
Portfolio.com's Business
Multimedia

MinOnline Best of Web
Winner in Design for
Portfolio.com

EXPERIENCE

End to End Platform Design Manager / Hearst Inc.

06.22—Present

Leading a design team to deliver experiences that scale across the platform;
collaborating with engineer and product leads on strategic vision and biz goals

Principal Designer / test.ai

03.19—05.22

Full stack product designer, including research and strategy for core AI products;
worked directly with clients such as Google, Microsoft, and Equinox

Head of Design / Hearst Inc. Emerging Tech Group

10.14—10.18

Full cycle ux and visual design for voice skills, web, and mobile; product
strategy; measure and analyze; (Media, Business, Health, and Auto)

Head of Design / BranchOut & Talk.co

02.11—10.14

Research to delivery design for mobile apps and web platform for all products;
email and marketing material; research, product strategy, branding

UX Designer Contractor / CNET for CBS Interactive

11.10—02.11

Redesign search; build wireframes and styleguides for CNET; CRM collateral

UX & Interaction Designer / SPIN.com

12.09—08.10

Site redesign; templates for CMS; design ipad app with design team

Senior UX Online & Interaction Designer / Oyster.com

07.08—11.09

Concept to launch design, IA, and branding for site; complete design
cycle including user testing, feedback, analysis, iteration; created and
maintain styleguide

Interaction Designer / Condé Nast's portfolio.com

08.07—07.08

Design financial editorial website; produce interactives; bug tracking and
optimizing with PMs and IT; write and edit functional specs

Interaction Designer / NYmag.com

01.02—12.06

Concept to launch design, IA, and branding for site; complete design
cycle including user testing, feedback, analysis

OTHER COMPANIES

Scalar Capital

NYC DoITT

EggHaus

HyperGraphics