

Kanika Mudhar

Senior Product Designer with 14+ years of experience designing and scaling consumer-facing digital products across web and mobile.

Proven at driving measurable business outcomes through conversion optimization, experimentation, and data-informed design.

Experienced in leading teams, shaping product strategy, and delivering high-impact user experiences at scale.

Contact

✉ kanikavasudeva8@gmail.com

🌐 [linkedin.com/in/kanikamudhar/](https://www.linkedin.com/in/kanikamudhar/)

☎ 647-550-2195

Skills

Design Leadership & Strategy

Design Leadership & Mentorship
Product & Experience Strategy
Data-Informed Decision Making
Systems Thinking & Design Systems

Research & Craft

Cross-platform UX
Experience Mapping & Journey Design
User Research & Usability Testing
Prototyping & Interaction Design

Collaboration & Communication

Stakeholder Alignment
Cross-functional Collaboration

Tools

Figma, Sketch, Adobe Illustrator,
Dovetail, User interviews, Miro, Notion, Jira

Education & Learning

Storytelling for Influence - Certificate

IDEO U, San Francisco, February 2022

Bachelor of Design in Fashion

Communication

National Institute of Fashion Technology,
New Delhi, India, May 2011

Web Presence

medium.com/@kanikavasudeva

Senior Product Designer (E-commerce & Growth)

Prodigy Education (May 2024 - January 2026, Canada)

- Led design of Prodigy's e-commerce membership funnel, from landing pages through checkout, driving conversion through continuous experimentation.
- Partnered cross-functionally with Product, Engineering, Data, and Marketing to align growth strategy with execution.
- Designed frictionless, trust-building checkout flows that enabled parents to confidently select and purchase memberships.
- Executed continuous A/B tests and experiments, informed by both qualitative and quantitative insights.

Product Design Manager (Parent Mobile App)

Prodigy Education (May 2022 - May 2024, Canada)

- Led product design strategy across mobile and e-commerce experiences, aligning design vision with business growth and product strategy.
- Managed and mentored a design team, elevating craft excellence and driving cross-functional roadmaps.
- Partnered with Product, Engineering, and Data to define success metrics and deliver measurable improvements in engagement and retention.
- Drove a 2.56% increase in app engagement and 34% lift in retention through design-led, data-informed initiatives and scalable workflows.

Senior Product Designer

Prodigy Education (Dec 2021 - May 2022, Canada)

- Designed cross-subject experiences, expanding Prodigy beyond math into English Language Arts.
- Led research and usability testing with parents, teachers, and students, bringing user insights into strategy.

Product Designer

Prodigy Education (Aug 2018 - Nov 2021, Canada)

- Designed math learning experiences used by 2.5M+ teachers, boosting engagement, confidence, and love for learning.
- Advocated for and contributed to Backpack design system, ensuring consistency across platforms.
- Led design of core features for teachers like co-teaching, assignments, enabling better collaboration and student support.

Lead Product Designer

Zomato (Jul 2017 - May 2018, India)

- Owned consumer app design for 2M+ DAUs across iOS, Android, and Web.
- Increased order conversion rate from 23% → 29% through iterative design and prototyping.
- Built Zomato's 2018 design ecosystem (UI kit, guidelines), enabling consistency and faster scaling.

UI/UX Designer

Zomato (June 2014 - June 2017, India)

- Conceptualized & launched Zomato Gold membership (200K+ signups).
- Designed table reservation system and enterprise POS product.
- Selected for Apple's WatchKit program (Cupertino) representing Zomato globally.