

Tithi Jasani

Design + Research + Social Impact

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EXPERIENCE

Included Health, *Senior Product Designer*

Nov 2021 - PRESENT, San Francisco

As the largest healthcare navigator in the US, IH integrates with employer benefits to elevate healthcare standards by enhancing access and demystifying the process.

- **Provider Match:** Led the design and strategy for IH's products that connect members to high-quality, cost-effective care through our proprietary quality and matching algorithms, and an intuitive, easy-to-use member experience.
- **Behavioral Health Platform:** Led qualitative research to understand barriers to mental health care access and developed innovative tools to combat social stigma, alleviate financial barriers, and provide ongoing support for members, bridging the gap between therapy sessions.

Caption Care, *Senior Product Designer*

Sep 2019 - Nov 2021, San Francisco

Acquired by GE Healthcare, Caption Care is an AI platform that enables Cardiac ultrasound access for early disease detection and training.

- **Caption AI:** Led software design & human factors research for the first Caption Health product, an intelligent AI-based ultrasound software that aids clinicians in cardiac ultrasound by turning it into an interactive console.
- **Universal Tablet:** Partnered with an external industrial design firm to lead the design of a portable tablet that could be used in conjunction with an existing ultrasound machine.

Deloitte Digital, *User Experience Designer*

Jul 2016 - Jun 2018, Mumbai, Raleigh

- **Catepillar:** Designed CAT's comprehensive inventory management system.
- **Foot Locker:** Redesigned Footlockers responsive e-commerce platform.

Harvard Business School, *User Experience Designer*

Aug 2015 - Jul 2016, Boston

- **Harvard E-Reader:** Built a cohesive learning ecosystem tool for professors.
- **HBS Test Creator:** Designed an interactive test builder for the high-ed team.

EDUCATION

Carnegie Mellon University

Masters in Interaction design

2019, Pittsburgh

University of Illinois

Bachelors in Industrial design

2015, Urbana Champaign

INTERESTS & INVOLVEMENTS

Volunteer at SF-Marin Food Bank and Family Dog Rescue

Design specialty lead and event advisor for Climate Designers

Hobbies include recreational skiing, Indian semi-classical dance and freehand illustrations

SKILLS & SOFTWARE

Discovery research • Design strategy • Information architecture • Wireframing • Interface design • Interactive prototyping • Usability and A/B Testing

Figma • Sketch • Adobe Creative Suite • UserTesting • Amplitude • Google Analytics • Confluence • Jira