

Ishita Neema

AI EXPERIENCE DESIGNER & UX STRATEGIST

Designing intelligent systems that feel human,
bridging AI capability with real-world empathy.

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EXPERIENCE

AI Experience Designer

2023 – Present

Abmatic AI — AI-Driven B2B ABM Marketing Platform

- Conduct ongoing customer discovery sessions and requirements interviews with B2B marketing teams, translating complex workflows into actionable product features for an Agentic AI marketing platform
- Design day-to-day AI agent experiences including autonomous campaign flows, voice-based interactions, and multi-step agentic task UIs that defines how non-technical marketers interact with AI agents at scale.
- Leverage AI-native tools including Codex, Claude, and Stitch to accelerate the design iteration cycle, generating rapid prototypes and design variants that cut feedback loop time significantly.
- Architect the product design system and brand experience, ensuring visual and interaction coherence across a complex, evolving multi-agent product ecosystem.
- Collaborate daily with engineering to bridge design intent and front-end execution, translating interaction models into production-ready specifications.

UX Specialist Intern

Jan – Jun 2024

Human Factors International

- Spearheaded the consolidation of three distinct Ecobank fintech microsites (Overview, API Sandbox, and Developer Challenge) into a single unified, user-centric platform, transforming a fragmented digital ecosystem into a seamless experience.
- Streamlined complex fintech onboarding flows through data-driven design and usability testing, measurably reducing time-to-registration by addressing key drop-off points in the Sandbox sign-up process.
- Designed and executed comprehensive user testing protocols, generating actionable insights that directly refined navigation architecture and boosted user engagement.
- Extended the internship project into a thesis on mobile money and agent banking UX, deepening expertise in emerging-market financial services design.

Experience Design Intern

Apr – Jul 2023

HumanX — Behaviour and Technology Consultancy

- Redesigned SBI Mutual Fund's investor portals and logo design , improving clarity and cross-platform navigation for a large-scale financial product audience.
- Led key page redesigns for The Wire and contributed to UI/UX for ASK, Quickplay, and a mobile payments app, gaining broad cross-domain design experience.
- Applied behaviour change principles to interface design, translating psychological frameworks into interaction patterns that demonstrably shifted user actions.

UX Design Intern

Feb 2023 – Jan 2024

GrowthGear — Design Agency

- Developed UI/UX curriculum content for Hex Academy, building structured learning modules on interaction design principles and design systems.
- Researched and synthesised technical AI and UX content, producing expert-level material used across GrowthGear's product and education verticals.
- Designed Conversational AI platform for UK based client and onboarding experience for Lucknow Museum of Heritage and Art (LMHA) building user journeys and flows by stepping into the users’ experience.

Visual Designer Intern

Feb – May 2022

Kvitamin Digital

- Managed visual design and brand identity across multiple client accounts; created design templates and social media systems ensuring consistent visual language at scale.

Brand Designer Intern

Apr – Jul 2023

IntelliConnect Technologies

- Responsible for designing stunning visuals for various social media channels and to develop effective and appealing content for their client's posts and website.

LEADERSHIP & COMMUNITY

- Editor-in-Chief, The Weave Magazine** (2022–2024) — Directed editorial strategy, theme-setting, and cross-team coordination for MIT ID's quarterly student-corporate publication
- Volunteer, World Design Organization** (2022–2023) — Supported WDO India members including design firms and academic institutes; co-organised events strengthening India's design ecosystem
- Corporate Relations, MIT** (2021–2022) — Bridged industry professionals and design students through weekly knowledge-sharing sessions; co-coordinated internship and placement pipelines
- LinkedIn Manager, MIT Designeering Series Podcast** (2021) — Led content creation and digital marketing for a weekly design and technology podcast interviewing industry leaders.
- PlaceCom, MIT Placement Committee** (2021–2022) — Connect with industry professionals and share in connections with the students for job and placement.

INTERESTS

Painting, Traveling, Surfing, Martial arts, Cinema, Reading, Cooking, Baking, Yoga, Ceramic art, Running (training for full marathon), Trekking, Gyming, Sudoku solving, content creation.

EDUCATION

2020 – 2024

BDes in UX Design

MIT Institute of Design, Avantika University, Indore

CGPA 8.6

2019-2020

12th HSC Commerce

R.A. Podar College of Commerce and Economics, Mumbai

Grade: 87.08%

2018 – 2019

Rotary Youth Exchange

Belgium, Wallonia (French-speaking region)

A 12-month exchange in Belgium sparked a passion for global design. Immersion in diverse cultures, languages, and histories deepened understanding of human-centered design, strengthened creative problem-solving, and fostered a more empathetic, culturally aware approach to design.

2017-2018

10th SSC

Lokmanya Tilak English High School

Grade: 93.80%

DESIGN SKILLS

AI DESIGN

- Agentic AI Design
- AI-Assisted Prototyping
- AI Agent System
- Prompt Design & Engineering
- AI Product Strategy
- Human-AI Interaction
- Mental Model Mapping

CORE UX

- System Thinking
- Interaction Design
- Design Systems
- Information Architecture
- Wireframing
- Prototyping
- Visual Design
- Branding & Identity

RESEARCH

- Ethnographic Interviews
- Contextual Inquiry
- Journey Mapping
- User Personas
- Usability Testing
- Competitive Analysis

SOFT SKILLS

- Pre-planning
- Cross-functional Collaboration
- Strategic Thinking
- Stakeholder Communication
- Empathy
- Adaptability
- Critical Thinking
- Active Listening

LANGUAGES

- English
- Hindi
- Marathi
- Gujarati
- French
- Japanese (basics)
- Spanish (basics)