RASHI BIHANI

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Experience

PropGPT: AI Props Analysis | Lead Product Designer   *Oct 2024 - Feb 2025*

Sports betting app that uses AI/ML to deliver insights for NFL and NBA sports bets.

- Spearheaded **5 rounds of usability testing** to uncover user pain points in the original product.
- Uncovered a key usability issue: dense and unstructured AI output overwhelmed users and obscured key insights, limiting engagement and decision-making.
- Re-architected the output - leveraging hierarchy, grouping, and progressive disclosure - to prioritize actionable insights and improve interpretability of AI-generated data.
- Redesign led to **700+ new users** and a **45% subscription conversion rate**.

Centene Corporation | UX Design Intern   *June 2024 - Nov 2024*

Supporting post-launch research and design for TruCare Cloud, Centene's digital internal care management platform.

- Leading end-to-end UX research and iterative redesign of a navigation feature within the internal enterprise software.
- Identified key usability gaps - **40% of users** reported frustration with having to manually find where they left off, re-enter identical patient data across forms, and unclear warnings about 24-hour progress expiration.
- Delivered **3 targeted redesign proposals** to address those pain points that were adopted by product leader and are currently being implemented.

Codelab | Product Designer   *Oct 2023 - June 2024*

UC Davis-based software org focused on real-world digital products.

- Led end-to-end design for *Aggie Dining*, an app that consolidates 4 UC Davis dining hall menus into a single, filterable experience.
- Gathered insights from **50+ users** via interviews and identified a core pain point: students had to navigate four separate websites to view menus, making it difficult to compare options and choose efficiently.
- Designed the app to display all **4 menus in 1 interface**, with features like macro tracking, meal favoriting, and a searchable interface for personalized meal discovery.
- Built a modular design system and reusable UI components to ensure consistency and scalability across future dining services.
- Owned the design process from early wireframes to developer handoff, refining **20+ wireframes into 2 testable flows**.

Projects

VisX | Product Designer   *Oct 2024 - Present*

An explainable AI tool for medical researchers analyzing vision model outputs.

- Designed and implemented a scalable design system from scratch after running surveys with **22 researchers**
- Designed an intuitive inference workflow for medical image analysis, enabling researchers to select the appropriate AI model and configure relevant parameters.
- Designed a lightweight internal database to help researchers efficiently track and manage large volumes of model output results.

Skills

Tools: Figma · Framer · Adobe Creative Suite (Illustrator, Photoshop, After Effects, XD) · JIRA · Notion · Miro
AI Tools: ChatGPT · Claude AI · Perplexity · Cursor · Subframe · Superflex AI
Design: User Experience (UX) · User Research · Design Systems · Wireframing · Prototyping · Responsive Design · Information Architecture · Prompt Engineering for Design
Development: HTML5/CSS3 · JavaScript · Github · Visual Studio Code

Education

University of California, Davis   *Sep 2023 - June 2025*
B.A. Design

Meta Intro to iOS Development   *Dec 2023*

Google UX Design Certification   *Sep 2022*