

JIYA BILTHARE

Product Designer | UI/UX | Figma

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SUMMARY

Product designer with hands-on experience shipping hospitality product experiences, villa discovery, filtering, and membership flows; from PRD to dev handoff. Background in law brings a research-driven, detail-oriented approach to product thinking.

EXPERIENCE

Product Designer - Isprava Vesta Pvt. Ltd., Mumbai

June 2026 – Present

- Owned end-to-end design for the villa discovery filters and meal-plan feature from PRD interpretation through wireframes, high-fidelity UI, and developer handoff, both shipped to the live site.
- Partnered with Product and Senior Design to translate requirements into responsive solutions across desktop and mobile.
- Used competitive analysis and input from internal sales teams to identify and prioritize discovery improvements.

SELECTED PROJECTS

Membership & Visit Management - Solene, internal membership platform

- Designed an end-to-end flow distinguishing members from day-pass users, clarifying payment and membership status at each step.
- Took the flow from user flows and wireframes through high-fidelity UI to developer handoff across iterative stakeholder reviews.

Villa Discovery Case Study – Lohono Stays, villa renting platform

- Restructured filters around recurring customer requirements, translating insights into clearer information architecture across desktop and mobile.
- Documented the full process, problem definition, exploration and final UI as a standalone case study.

SKILLS

Information Architecture · Wireframing · Interaction Design · Prototyping · Responsive Design · Design Systems · Typography · Competitive Analysis · Developer Handoff

Figma · Figma AI · Lovable · Stitch

EDUCATION

B.B.A., LL.B. (Hons.), Kirit P. Mehta School of Law, NMIMS, Mumbai - 2020–2025

Google UX Design Professional Certificate - Google, September 2025