

Pekhna Mahajan

Legally, Harpekhna Mahajan

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pekdesigns.com

Experience

SimplePractice

Sr. Product Designer

Present

2021

Product Designer

- Owned and led the end-to-end product re-design of the industry's leading tracking system (Track Your Hours) for **20K** pre-licensed clinicians who are looking to get licensed in California, New York, Texas.
- Successfully launched this re-design to our Texas user base seeing an immediate **engagement** and **retention** lift.
- Led strategic initiatives around how to increase clinician supply by focusing on growth-led experiments in our main EHR product.
- Assisted with onboarding experiments and feature-based projects to improve our acquisition and retention rates.
- Created, and maintained Track Your Hour's first atomic-based design system.

Charma (Acquired)

Lead Product Designer

2021

2019

Product Designer

- One of two designers for a market-leading people management software helping our users be better managers and conduct effective 1:1's.
- Specialized in onboarding experiments and the introduction of **AI powered features** such as Feedback AI and 360 reviews.
- Led the design for our integration with Zoom for their Apps alpha launch in 2021 that resulted in being the **#1 app** on the Zoom Marketplace 6 months after launch and a caused a **5x increase in acquisition rate**.
- Built the company's first design system in collaboration with our Front-end engineers.

Community

Vinyasa Yoga

Certified Yoga teacher

2022

- Acquired a 200 hour Yoga certification in beginner and intermediate level Vinyasa yoga focusing on breath to movement.

Education

University of British Columbia

B.A

2015-2019

- Bachelor of Media Studies
- GPA: 3.6