# Muskan Jain

UX & Product Designer

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## PROFILE

UX and product designer with **eight years of experience** in India and the Netherlands, taking **consumer products end to end**: from **user research** and **rapid prototyping** to tested, production-ready UI and **design systems** in **Figma**. Recent work includes a **travel itinerary platform** prepared for beta launch, a multilingual self-care app, and a shared visual system across **five sub-brands**. I run my own research, pick the lightest method that answers the question, and use AI tools such as v0 and Framer to prototype faster. MSc in Digital Design (Amsterdam University of Applied Sciences, 2025). Based in Amsterdam.

## EXPERIENCE

**Independent UX & Product Designer · Studio Muskabun (freelance)** Feb 2024 – present
Amsterdam · Hybrid · Selected clients and projects

**Visual Designer · Scope Impact (Helsinki) for Halla Health** Mar 2026 – Aug 2026

- Set up **illustration guidelines** and **WCAG 2.1-informed** styles that the team still works from, co-leading visual design and accessibility for a **consumer self-care app** for South Asian users.
- Kept design and content aligned across Design, Product and Content by managing assets in **Figma** and **Payload CMS**; supported Hindi content review.

**Creative Director & UX Lead · Katha India (remote)** Feb 2024 – Oct 2024

- Directed UX for EdTech products supporting early English literacy for **children in rural schools**, leading a **cross-functional team of 12** across the Katha Diptee app and the KaDL website redesign.
- Grounded design decisions in what children actually did by coordinating **usability testing with children**.

**Product Designer · Digital Society School / CoCI Netherlands** May 2024 – Oct 2024

- Turned a semester concept into a **funded second-generation product** (Centre of Expertise Creative Innovation) for conversations about the 2024 EU elections.
- Tested an **ethical AI framework with 50 users** at Amsterdam festivals and ran **user research** for the Digital Society School website.

**Research-led product work (self-initiated)** 2024 – present

- **Conversations That Matter**: co-designed a 54-card toolkit and companion platform for digital-legacy and end-of-life decisions, built on a **survey of 191 respondents** and interviews with palliative care patients. Peer-reviewed paper at **RSD14** (OCAD University, 2025).
- **Memory Ball**: designed and tested a tangible memory installation with three cohorts through multilingual surveys (83 interactions). Featured in the **ThingsCon Report 2025**; since Aug 2026 developed with the **Netherlands Institute for Sound and Vision**, OBA and Pakhuis de Zwijger, with a six-month public residency at OBA Osdorp from January 2027.

**UX Designer (internship) · TripGoGo V.O.F.** Nov 2025 – Mar 2026
Amsterdam · Remote · Consumer travel platform

- Prepared a **consumer travel itinerary platform** for its **beta launch** through a **UX audit, cross-device testing** and a UI modernisation strategy.
- Designed the **visual identity and UI system** for the platform.

**Design Researcher (traineeship) · Digital Society School, AUAS** Sep 2023 – Jan 2024
Amsterdam · On-site · Five-month Digital Transformation Design traineeship

- Won the **Go HvA Game Changers Public Choice Award 2024** with Synthetive, an AI-literacy game and framework co-designed for **VPRO Medialab and NPO** with 10+ media stakeholders.
- Validated the concept with **50 participants** through interviews and field testing at public events and festivals, covering research, ideation, prototyping and **usability testing**.
- Ran **co-design workshops** with stakeholders; later presented Synthetive: Election Edition to the Dutch Parliament's Digital Affairs Committee (June 2024).

**Visual & Motion Designer · Havells India Ltd.** Jul 2019 – Aug 2023
Noida, India · Full-time

- Built a **shared icon and visual system used across five sub-brands**, bringing consistency to digital and physical products, working with the in-house industrial design team.
- Recognised by the **International Design Center Berlin** (2022) for the iconography and app animations of the Meditate air purifier.
- Produced illustration, **motion graphics** and video for the **Havells Sync and Solar Enviro apps** and for new product-line pitches.

**UX Designer (Lead) · Infosys** Jul 2018 – Dec 2018
Bangalore, India · Full-time · including two months of UI/UX training

- Improved **accessibility** of an internal banking operations platform used by **1,000 employees**, as part of a 12-person UX team redesigning it from user research up.
- Created storyboards for UX journey pitches and co-produced the launch film for the Infosys Digital Experience Design Studio.

**Earlier experience** 2017 – 2018
Digital Media Designer, Katha Digital Lab, New Delhi (website assets and storytelling animations for children's education) · Animation intern, Dev Kabir Malik Design, New Delhi

## EDUCATION

**MSc Digital Design · Amsterdam University of Applied Sciences** 2024 – 2025

**BDes Animation Film Design · National Institute of Design, Ahmedabad, India** 2013 – 2018

## SKILLS

**Product & design:** end-to-end product design, interaction design, rapid prototyping, design systems, information architecture, accessibility (WCAG 2.1), illustration and motion

**Research:** user interviews, usability testing, field research, competitor benchmarking, co-design workshops, journey mapping, personas

**Tools:** Figma, FigJam, Framer, v0 (AI prototyping), Adobe Creative Cloud, After Effects, Miro, Jira, Trello, Payload CMS

**Ways of working:** Agile / Scrum, cross-functional teams, design thinking, iterative development

## TALKS & PUBLICATIONS

- Jain, M. (2025). Embedded Gen-AI Memory Ball. In *State of Responsible Technology 2025: Generative Things*, p. 126. ThingsCon Amsterdam. doi.org/10.5281/zenodo.16227093
- Conversations That Matter: paper presented at RSD14, OCAD University (2025); invited talk at the Care Access Symposium, LUCA School of Arts, Brussels (Oct 2025)
- Keynote, Synthetive: Election Edition, Dutch Parliament's Digital Affairs Committee (June 2024); workshop, AI in Electoral Processes, UXCamp Amsterdam
- Co-facilitator, Better Society Academy masterclass, Rome (2026), with Digital Society School co-founder Marco van Hout

## LANGUAGES

**English** full professional proficiency · **Hindi** native · **Dutch** A1, actively learning