

NISHTHA MEHROTRA

www.nishthamehrotra.com

EXPERIENCE

Sep 2016 - Present

Workato

Enterprise automation company serving 7,000+ brands including Anthropic, OpenAI, CoreWeave, L'Oréal, Toyota, Atlassian, Broadcom, and MGM. Recognized seven times as a Leader in the Gartner Magic Quadrant for iPaaS.

Mar 2025 - Present

VP, Product Design and Research

Design leadership. Set the experience vision and quality bar across Workato's entire product portfolio, spanning agent building, MCP servers, enterprise iPaaS, API platform, bots, data integration, and event streams, while the company scaled from self-funded to a \$5.7B valuation with industry-leading NRR.

AI product strategy. Lead the experience strategy for enterprise agents, human-AI interaction, and the platform capabilities needed to build, govern, and scale them.

Customer impact. Established the UX practice and elevated ease-of-use to the #1 decision driver in sales deals across all market segments, achieving a 9.0 G2 crowd satisfaction score.

Organization building. Grew Product Design and Research from one person into a global team of 22 across the United States, Canada, Portugal, and Singapore, with only two voluntary departures in nearly a decade.

Operating model. Built the hiring model, career frameworks, IC and management tracks, critique practices, and cross-functional partnerships needed to maintain quality as the company scaled.

Executive influence. Partner with Product, Engineering, Customer Success, Growth, Sales, and executive leadership to shape product direction, investment priorities, and go-to-market readiness.

Leadership communication. Communicate product strategy, experience direction, and major releases to executives, customers, sales teams, and industry audiences through conferences, SKOs, and company events.

Prev roles @ Workato

- Senior Director, Design.** Mar 2024 - Feb 2025
- Director, Design.** Feb 2022 - Feb 2024
- Head of Product Design.** Sep 2021 - Jan 2022
- Design Manager.** Feb 2018 - Aug 2021
- UX Designer.** Sep 2016 - Jan 2018

Jun 2013 - Aug 2015

Cofounder @ MyNewsStudio

Drove the entire B2B product roadmap for a news summarization platform, designing its user experience and creating its marketing campaigns. Scaled adoption to India's top 15 business schools.

Jul 2010 - Aug 2016

Independent design consultant

UX design and research. Provided UX design and research expertise to clients across luxury products, visual merchandising, and edtech.

CONTACT

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EDUCATION

Master of Science, Human Factors and Ergonomics

San Jose State University, California

Master of Design, Visual Communication

Indian Institute of Technology, Guwahati, India

Bachelor of Design, Accessory Design

National Institute of Fashion Technology, Gandhinagar, India