

# Akansha Gupta - UX Designer

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## SUMMARY

As a UX Designer fresher, I have hands-on experience from internships and part-time roles, where I collaborated with teams to design user interfaces, conducted user research, and implemented feedback to enhance experiences. I contributed to projects that significantly improved usability and satisfaction. My passion for creating engaging digital experiences and strong problem-solving skills equip me to effectively tackle UX challenges and deliver innovative solutions.

## EXPERIENCE (Part-time role)

### User Experience Designer | Next AI, Bangalore

August 2024 to Present, Remote

- Collaborated closely with cross-functional teams, including engineers and stakeholders in a high-paced agile environment, to translate business goals and user needs into effective design solutions.
- Designed AI based fashion mobile application Rizz (Android) in Play store.
- Currently launched only Phase-1, now working on Phase-2 will also come with IOS.

### User Experience Designer | IELTS Proficiency, Amritsar

November 2023 to March 2023, Remote

Drove **end-to-end user experience** for IELTS webpage redesign and also researched on AI based restaurant application.

- Collaborated closely with cross-functional teams, including engineers and stakeholders in a high-paced agile environment, to translate business goals and user needs into effective design solutions.
- Redesign the webpage to enhance usability and user satisfaction by applying proven UX principles and feedback-driven improvements also done market data research, etc. by delivering product-ready high-fidelity designs and prototypes resulting in **improved 50% operational efficiency and time savings**.
- Included accessibility standards and best practices into design processes, enhancing the inclusivity and usability for all users.

### Product Designer | Blostem, New Delhi (Internship)

July 2023 to September 2023, Remote

Ideated and designed user-centric digital features and UX enhancements for Blostem and redesign digital product like FD to provide better user experience.

- Collaborated closely with cross-functional teams to ensure alignment with business goals and user needs and deliver pixel-perfect production-ready features. **Educated**, guided, and aligned stakeholders through the design process.
- Implemented user research methodologies and usability testing protocols to gather insights and validate design decisions, **enhancing user satisfaction**.

### User Experience Designer | Tann Mann Gadi Foundation (Internship)

December 2022 to February 2023, Remote

- User Research: Assist in conducting user research activities such as interviews, surveys.
- Usability testing to gather insights about user needs, preferences, and behaviors.
- Create wireframes and interactive prototypes using tools like Figma.

### UX Hackathon | IIT, Patna

February 2023 (3 Hours hackathon)

Create intuitive mobile screens for pet lovers to sell pet accessories in three hours.

### UX Certification | ImagineXP, Pune

March 2022 to September 2022, (Online)

### AI Certification | Coursera

July 2024 to August 2024, (Online)

## EDUCATION

### PGDM (Finance & HR) | Galgotias University

Greater Noida, 2012

### B.Com | Rajasthan University

Bharatpur, 2009

## **SKILLS**

**Formative Research:** User Interviews, Competitive Analysis, Surveys, Contextual Inquiry, Guerrilla research methods

**Generative Research:** Storyboarding, Prototyping, Affinity Mapping, Personas, Wireframes, low-fidelity, high-fidelity mock-ups, Journey maps, User flows, Sketching, Design and Human-centered thinking, Visual design, Interaction design, Information Architecture, UI styles,

**Summative Research:** Heuristic Evaluation, Usability Testing.

**Tools:** Figma