

Experience

Senior UX Designer

Globallogic | Mar 2021 - Present

- Successfully launched and scaled 10 products across diverse SaaS, B2B, and B2C markets. Leveraged agile methodologies and data-driven insights to enhance user experience. Incorporate AI driven features in multiple tool and achieve an average of **90% positive feedback** from users, showcasing adaptability in delivering impactful solutions across varied technological and business domains.
- As individual contributor, I manage the entire interaction design process, from understanding product requirements from PM to collaborating with developers to provide best experiences to users. This ensures translation of User interface requirements, leading to a user experience with a remarkable **positive feedback**.
- Collaborate with **5 PMs** to understand project requirements and embrace **user research methodologies** like contextual inquiry, diary research etc. to introduce innovative approaches that also helps me to improve product **usability by 56%**.

Senior Product Designer

Ofbusiness | Jul 2019 - Feb 2021

- I was responsible for **B2B, SAAS** and **B2C product** design from scratch to coordinate with Eng to develop pixel perfect tools.
- I conducted user research and took the help of Google Analytics followed by rapid ideation techniques like sketching and white boarding to generate a wealth of design solutions. Its helps product to gain **48% more users** compare to previous FY.

Product Designer

clik.ai | Jan 2019 - Jul 2019

Collaborated with Senior UX designer to understand product needs and pain points to create UI components, consistent icons and illustration patterns to optimized the design workflow, also ensured consistency and brand coherence across projects.

Visual Designer

iimjobs.com | Sep 2016 - Dec 2018

Responsible for end-to-end all visual design processes from Illustrate ideas using storyboards to UI components and widgets. Also involved with marketing team to create banner posters and magazine designs

My blogs

The Power of Empathy: Creating Meaningful User Experiences

User research method to compliment your initial stage product

Gamification: Beyond User-Centered Design

Portfolio

<https://akshayux.netlify.app/>

Skills

Design

- User Experience
- Interaction Design
- Visual Design
- Wireframing,
- **Personas, and user flow diagrams**
- Illustrate Design Solutions
- Prototype
- Design System
- A.I. drive feature

Research

- Conduct Research
- Contextual Inquiry
- User Interview
- User testing
- Information Architecture
- user Journey mapping
- A/B Testing
- Competitor Analysis
- Personas, and user flow diagrams

Software

Figma, Illustrator, Photoshop

Visual design

Branding Design, Illustration, Iconography, Typography, Magazine Design, Motion Graphics

Education

Human computer interaction

IIT Bombay | 2021-2022

Learned 5 method of contextual enquiry to do User & field research to get deep dive and understand users pain points. This journey wasn't limited to just identifying problems, I also learned about Work models, Affinity mapping, Layers of UX, heuristics and principles of HCI, Design evaluation, Design process.

Interaction & Visual design certification

Arena animation and multimedia| 2014 - 2016

B.Sc

CSJM University | 2013 - 2016