AKANKSHU RAINA

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ACADEMIC PERFORMANCE

Year	Degree/Exam	Institute	CGPA/Marks
2022	B.Deas, (Specialization in Product and graphic design)	Footwear Design and Development Institute Jodhpur	8.30/10.00
2018	XII (CBSE)	Kendriya Vidyalaya No. 2, Jodhpur	75.20%
2016	X (CBSE)	Kendriya Vidyalaya No. 2, Jodhpur	8.6/10.00

WORK EXPERIENCE

INTERNSHIPS & PROJECTS

Exela Technologies | UI/UX Designer   **April, 2024 – Present**

design and revamp of 15+ websites and 8+ web apps, crafting end-to-end user flows, design systems, and style guides to enhance UX and streamline workflows.

• Optimized web applications, enhancing page load times by **25%** and boosting user satisfaction by **15%**

• redesign of company websites, which led to a **40%** increase in organic traffic and a **35%** reduction in bounce rates **over six months**.

• Collaborated with cross-functional teams to integrate user feedback, **identifying anomalies** and implementing enhancements that **improved user experience** and streamlined workflows.

Freelance Designer | Know Space | Design Lead   **Sep, 2023 - Jan, 2025**

Designed organization's website and web app from scratch, incorporating user feedback and research, for seamless user experiences.

• Led a Team of 3 Designers in Designing an **AI-powered web app**, ensuring seamless **UX and Functionality**

• Conducted user research, including primary and secondary research interviews and flows, improving feature usability by **20%.**

• Redesigned the waitlist member page and the website, resulting in a **1200+** registered users and a **30%** boost in user engagement

MORSEBIZ | Product Designer   **December, 2022 - August, 2023**

Worked under Senior Designer to address user pain points by performing User research and market analysis to enhance user Experience

• Conducted in-depth quantitative analysis of real-time user, using Surveys or Questionnaires, Card Sorting and Web Analytics.

• Designed Morsebize's website, enhancing the brand's digital presence and user experience.

• Designed engaging social media posts and YouTube content that boosted the brand's online visibility and customer engagement

COMPETETION/CONFERENCES

Design Drug – Design Hackathon   **November, 2021**

• Designed a task management app in a 3-day hackathon with a team of 3, using UX research like user interviews and market analysis.

• Developed intuitive low- and high-fidelity wireframes using user personas, journey maps, and information architecture principles, translating research insights into effective UI layouts

POSITIONS OF RESPONSIBILITY

Cultural Community Head | FDDI Jodhpur   **January, 2020 - May, 2022**

• Led the planning and execution of multiple **cultural and non cultural events**, ensuring smooth operations and high engagement

• Coordinated with teams to organize sports, creative competitions, and Guest Lectures, fostering a collaborative learning environment

• Managed event logistics, budgeting, and resource allocation to optimize participation and overall event success

• Successfully organized and managed multiple fests and Cultural events

Public Relations Core Team | FDDI Jodhpur   **August, 2019 - August, 2020**

• Engaged with students and the cultural community through campaigns, email outreach, and networking efforts

• Managed Lehariya,s social media presence, creating promotional content, event posters, and engaging posts

• Organized successful events with a good number of student participation

• Built and maintained relationships with students, sponsors, and industry professionals to expand Leharia's reach and impact

SKILLS AND EXPERTISE

Tools & Applications: Figma, Framer, Sketch, Spline, Blender, Adobe illustrator, Adobe Photoshop, Adobe Premier Pro, corelDRAW, Autodesk Sketchbook, Notion, Miro

Design Skills: User Research and User Strategy, User persona, Information Architecture, User Flow, Typography and Colour Theory Wire, framing and Prototyping, Interaction Design, Usability Testing & A/B Testing, Accessibility Design, Responsive Design

EXTRA CURRICULAR ACTIVITIES

• Participated in 30 Days of My Captain UI Design challenge

• National skater, represented jaipur region 4 times at national level

• Volunteered as a graphic designer and designed posters, banners and invitations for the Eureka foundation online Fest

• Captain of the college volleyball team and secure 1st position in inter college Volleyball competition

• Secure 2nd position in inter college cricket competition

• Actively Participated in intercollegiate multi-Cultural competitions

• Secured 2nd position in inter college Athletics championship (100 Meters)

• Volunteered as a painter and artist for Jodhpur wall painting initiative.