

akshay mahimtura

ux and product designer

akshaymahimtura.com (portfolio)
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Education

University of Toronto • Apr. 2023

Master of Information, UX Design (GPA: 3.94/4.00)

University of Michigan-Ann Arbor • May 2020

Bachelor of Arts (Distinction), Double Major: Communication & Media; Music

Experience

Ernst & Young (EY) • Toronto, ON

Associate Designer (Co-op) • May 2022–Present

- Deliver long-term UX and UI solutions for clients across industries through human-centred design and cross-functional collaboration with stakeholders

Innovation Hub, University of Toronto • Toronto, ON

Digital Communications Team Lead • Sept. 2021–Apr. 2022

- Managed team of 4 graphic designers and coordinated with design research leads, ensuring efficient project delivery
- Built accessible, robust design system to manage design at scale, reduce redundancy, and ensure visual consistency
- Redesigned 3 websites based on user interview data, auditing and revamping information architecture and content strategy

Voice-controlled Car Dashboard • IIT Bombay

Product Designer and Project Manager • Summer 2021

- Designed voice-controlled car dashboard for Indian market, leveraging human-computer interaction (HCI) methodologies
- Spearheaded team of 7, ensuring product, UX, and business goals were met, and presented findings to HCI professor

Shure Incorporated • Chicago, IL and Mumbai, India

Marketing Coordinator • Jan. 2021–Aug. 2021

- Executed product translation project, using XTM Cloud, internal content management system (CMS), and digital asset library
- Crafted 4 statements of work (SOWs) to detail translation experts' project plans, facilitating onboarding processes and timely submission of marketing deliverables

Pratham Education Foundation • Remote

Digital Design Intern (EdTech) • Sept. 2020–Nov. 2020

- Designed, created content, and launched email newsletter for open learning platform using Mailchimp, HTML and CSS, acquiring 700 new subscribers in first month
- Collaborated with engineers to create and perform usability test on filter function with 12 languages and 4 age categories for massive open online course (MOOC) platform

Skills

Wireframing
Prototyping
Information architecture
Affinity diagramming
Usability testing
User interviews
Responsive web design
Project management
Copywriting
Music production

Tools

Figma, XD, Sketch
HTML/CSS, Bootstrap, WordPress
JavaScript, Python
Photoshop, Illustrator, InDesign
Mural, Miro
Mailchimp
Salesforce CRM
Excel, Outlook, PowerPoint
Premiere Pro
Ableton Live, Logic Pro, Max/MSP