

# akshay mahimtura

ux and product designer

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## Education

### University of Toronto

Toronto, ON | Apr. 2023

Master of Information,

Concentrations: User

Experience Design;

Information Systems Design

### University of Michigan

Ann Arbor, MI | May 2020

Bachelor of Arts (Distinction),

Double Major: Communication

& Media; Music

## Skills

Wireframing

Prototyping

Information architecture

Affinity diagramming

Usability testing

User interviews

Responsive web design

Project management

Copywriting

Music production

## Tools

Figma, XD

HTML/CSS, Bootstrap

JavaScript

Photoshop

Illustrator

InDesign

Mailchimp

Salesforce

Microsoft Excel

Ableton Live, Logic Pro

## Experience

### Innovation Hub, University of Toronto | Toronto, ON

#### Digital Communications Team Lead | Sep. 2021–Present

- Managed team of 4 graphic designers and coordinated with design research leads, ensuring efficient project delivery
- Built accessible design system from scratch to manage design at scale, reduce redundancy, and ensure visual consistency
- Redesigned 3 websites using design thinking principles, auditing and revamping information architecture

### 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 smooth onboarding processes and timely submission of essential marketing deliverables

### Pratham Education Foundation | Remote

#### Digital Design Intern (EdTech) | Sept. 2020–Nov. 2020

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

## Other

### Google UX Design Certificate | Remote, July 2021

### HCI Certificate | IIT Bombay, June 2021

### Bros United (Autism Speaks) Mentor | Ann Arbor, MI, 2019-20