

Kashish Akanksha

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EDUCATION

B.Des In UI/UX Design, L.P.U Phagwara

Aug 2022 to Aug 2026

Coursework: Design Thinking, User Research & Analysis, User-Centered Design, Information Architecture, Interaction Design, Usability Testing, Accessibility Principles.

TECHNICAL SKILLS

User Research & Analysis: Skilled in user research, interviews, surveys, heuristics, testing.

Wireframing & Prototyping: Proficient in user flows, wireframes, and interactive prototypes using Figma.

Design Systems & Visual Design: Design systems, visual hierarchy, layout, Figma, Illustrator, Photoshop.

Interaction Design & Motion: Micro-interactions, animations, motion design, After Effects, user engagement.

Collaboration & Agile Workflow: Effective in Agile collaboration and smooth design-to-dev handoff.

PROJECTS

FestiFeast – UX Case Study

Nov - 2024

- Designed a catering app based on user research and real-world pain points.
- Created user personas, journey maps, and task flows to guide design decisions.
- Designed low to high-fidelity prototypes in Figma.
- Applied UX principles like [User Control](#), [Consistency](#), and [Error Prevention](#).
- Conducted usability testing and refined designs based on user feedback.

FirstCry – UX Critique & Redesign

Dec - 2024

- Audited FirstCry's website using Nielsen's 10 Usability Heuristics.
- Identified key UX issues in navigation, layout, and mobile responsiveness.
- Focused on improving clarity, usability, and user trust.
- Proposed solutions based on [Recognition](#) and [Minimalist Design heuristics](#).
- Created improved wireframes and mockups in Figma.

INTERNSHIP EXPERIENCE

UI/UX Design Intern – [LoopItMethods](#) (Remote)

Feb 2025 – Present

- Worked on live projects: ReBookIt, Fuel Mule, FrequenC, LED360
- Designed user flows, wireframes, and interactive prototypes in Figma
- Conducted user research and usability testing
- Applied Nielsen's heuristics to improve UX
- Collaborated with cross-functional teams in Agile setups

CERTIFICATIONS

UI/UX Design with Figma – Coursera (CalArts)

March 2023

User Research & A/B Testing – Coursera (University of Virginia)

Aug 2023

UI/Mastering UI Components & Design Systems in Figma – Udemy

Nov 2024