ASHITHA HIREGOUDRA

· ashithaninganagouda09@gmail.com · Bath, United Kingdom

UX DESIGNER

Results-driven UX Designer with proven expertise in user research, interaction design, wireframing, prototyping, usability testing, and information architecture. Skilled in designing accessible, responsive, and visually engaging digital experiences for web and mobile applications using tools such as Figma, Adobe XD, Balsamiq, Miro, and Sketch. Experienced in applying design thinking, human-computer interaction (HCI) principles, and accessibility standards (WCAG) to create user-focused, business-aligned solutions. Adept at collaborating with cross-functional teams, product managers, and developers to deliver data-driven, high-impact UI/UX solutions that improve user engagement, retention, and conversion rates. Passionate about solving complex problems through iterative testing, A/B testing, competitor analysis, and continuous user feedback integration.

PROFESSIONAL EXPERIENCE

BCG   **July 2025**

Strategic & Experience Design Job Simulation

- Designed a customer-centric banking product using UX research, design thinking, and product strategy methodologies.
- Conducted primary & secondary research, stakeholder interviews, and user journey mapping to uncover customer pain points and opportunities.
- Created data-driven personas and delivered wireframes, prototypes, and information architecture diagrams.
- Performed competitor benchmarking and heuristic evaluation to identify UX/UI enhancement opportunities.
- Designed and deployed customer surveys (n=50), integrating findings into UX recommendations.
- Analysed results using Google Data Studio, Power BI, and Excel, ensuring WCAG-compliant, HCI-driven design enhancements.

Lloyds Banking Group   **July 2025**

Business Development Manager

- Conducted competitor analysis and usability audits to identify user journey gaps in financial services platforms.
- Designed and analysed customer surveys to gather actionable feedback on navigation, security, and feature usability.
- Performed ethnographic research and usability testing to improve UI responsiveness and accessibility compliance.
- Produced data-driven UX reports and presented findings with interactive dashboards for stakeholder alignment.

PROJECTS

Designing an Online Experience for a Modern Jewelry Brand   **January 2025 - February 2025**

- Created a responsive e-commerce website optimised for conversion, accessibility, and mobile usability.
- Applied UI style guides, component libraries, A/B testing, and design systems to maintain consistency.
- Delivered high-fidelity Figma prototypes based on usability feedback from target audience testing.

MindSpace – Your Mental Health Companion   **May 2025 - June 2025**

- Developed a mobile-first wellness app with mood tracking, journaling, guided meditations, and data insights.
- Applied journey mapping, accessibility guidelines, and micro-interactions to improve user retention.
- Conducted usability testing achieving a 92% task completion rate.

GoCab – Smart Cab Booking Experience   **May 2025 - June 2025**

- Designed a ride-hailing app with one-tap booking, real-time cab tracking, and streamlined onboarding flows.
- Conducted UX research, competitor analysis, and persona creation to address key user needs.
- Reduced booking steps from 5 to 3; 100% of test users booked rides in under 60 seconds.

VitalCare – Patient-Centred Medical App   **May 2025 - June 2025**

- Designed a mobile healthcare app for appointment booking, vitals tracking, and lab result viewing.
- Reduced booking time to under 3 taps, improving efficiency for patients and clinicians.
- Integrated WCAG accessibility features and iterated UI after usability testing to improve navigation clarity.

EDUCATION

MSc Artificial Intelligence   **September 2025 - September 2026**
University of Bath

BSc (Hons) Computer Science   **September 2022 - July 2025**
University of Birmingham
Modules: Human-Computer Interaction, Web Development, Data Analytics, Machine Learning