

Akanksha

User Experience Designer

EXPERIENCE

21North Europ Assistance - User Experience Designer

September 2021 - June 2023

- Leads design for the multiple 21North platforms: Common UI(Notify and NPI), Genie (Internal Ticketing Platform) and Customer Web Application. (Web and mobile apps)
- Develops annotated low, medium and high fidelity designs, propose multiple concepts to help obtain meaningful feedback.
- Spin-off quick designs, build prototypes for testing and refine interactions.
- Collaborate with Product management and engineering team and other partners to refine feature development and evaluate designs.
- Revise and update designs based on continuous testing and feedback.
- Currently working on visual and functional redesign of the Notify and NPI platform

Pragyaam Data Technologies Pvt Ltd. - Founding Product Designer

July 2020 - September 2021

- Worked on Hyperdash, a project themed 'Smart Cities', depicting modern technology and no-code. Hyperdash’s integrated solution is built to manage this shift from understanding the existing infrastructure to managing upgraded assets using a single platform.
Website - <https://www.hyperdash.city/>
- Led the UX design for Grid's Voice Recognition feature by partnering with development teams to build experiences and review finished interfaces (voice and screen) throughout the development lifecycle, maintaining a high bar for design and execution.
- Create design solutions from scratch for the rich web and mobile application(android and iOS) called Work On Grid, including wireframes, prototypes and detailed mockups.
Website - <https://www.workongrid.com/>
- Create, organize and share project style guides and pattern libraries from the scratch, collaborate with developers, product managers, QA and marketing to create user interfaces, successfully redesigning and rebranding of WorkOnGrid web and application (Both Android and iOS).

West Pharmaceuticals Packaging, India DTC - Enterprise UX Design Intern

Jan 2020 - July 2020

- Partnering with UI Development and SAP teams to understand, designing and develop a core framework contributing to building a sustainable and robust underlying framework.
- Developing testing and validation mechanisms with the UI development team to create a constant feedback loop for faster iterations.
- Maintaining UX industrialisation standards across the enterprise, and applying these standards as a mandate during the very early stages of software development to ensure a highly usable product.

Freelance Designer

Dec 2018 - Jan 2020

- Worked with EZY HUB (a start up travel agency) for creating creatives.
- Designed creatives for a beauty products related start up - Glam and Glimmer.
- Worked with an event company(Shiva Tandav) for creating logo, poster, illustration.

Hewlett-Packard Inc. (HP) - Technical Consultant (Australia & New Zealand)

June 2018 - Nov 2018

- Guided the use and acquisition of software and protected information by developing standards.
- Answered users' inquiries related to computer software and hardware operation.
- Excellent trouble shooting and project management skills
- Ability to work in a team environment, which may be local, global, and virtual
- Updated and communicated with users about problem progress.

<https://bento.me/uxbyakanksha>

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EDUCATION

Arena Animation, Bangalore

Graphics, Web Design & Development (GWDD)

2018 - 2019

Sambhram Institute of Technology

Bachelor of Engineering in

Computer Science

2013 - 2018 | 60.15%

Kendriya Vidyalaya No.1,Bangalore (CBSE)

12th Std. Science

2012 - 2013 | 61%

Kendriya Vidyalaya No.1,Sirsa (CBSE)

10th Std.

2010 - 2011 | 81.75%

CERTIFICATION

Accenture

Digital Skills: User Experience

Dec 2019 (No Expiration Date)

IBM

Enterprise Design Thinking Practitioner

Oct 2020 (No Expiration Date)

SKILLS

User Experience Design, Rapid Prototyping, User Research, Visual Design, Wireframing, Usability Testing, Responsive Design, User-Centered Design, Creation User Flow, Problem Solving

HOBBIES

- Photography

Instagram Account - @longwalksforlife

- Sketching and Doodling