ANKITA PASHANKAR

ABOUT

A multi-disciplinary design expert specializing in UX, with strong understanding of front-end development processes. Skilled in user research, I craft user-centered designs that deliver optimal solutions. With 4+ years in technology, I excel in SaaS product development and product design.

AREA OF EXPERTISE

- Behavioral Analytics
- Problem-Solving
- SaaS Products
- Research Emphasized Product Deliverables
- Human-Computer Interaction Specialist
- Data-Driven Information Architecture
- Product Experience Enhancements
- Waterfall & Agile Methodology for Product Deployments

CONTACT

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Grenoble, France

View Portfolio

LinkedIn Profile

EDUCATION

MSc in Management with Data and Artificial Intelligence | Grenoble Ecole de Management

Grenoble, France

Since Sept' 2024

Masters in Design Innovation | De Montfort University

Leicester, United Kingdom

2018 – 2019 | *1 Year*

Design Diploma | MMSID

Pune, India

2014 – 2017 | *3 Years*

EXPERIENCE

Product UX Designer | Contrado Imagine, London

Pune, India

Jul' 2024 – Sept' 2024 | *3 Months*

- Developing solutions for intricate internal systems, including logistics, product tracking, manufacturing inconsistencies, and invoice or proforma management.
- Conducting user research to address gaps and resolve loopholes within a large enterprise.

UX Design Specialist | WIN Home Inspection

Noida (Delhi), India

Feb' 2023 – Feb' 2024 | *1 year*

- Conducting User Research strategies and gathering a list of requirements from business stakeholders to targeted user groups. This includes surveys, interviews, and building precise questionnaires for each.
- Guiding both design initiatives and cross-functional teams to extract desired solutions from user research findings and business requirements.

- Transitioning to an agile methodology by implementing sprint plans to transform legacy products into SaaS solutions.

- Constructing information architecture based on research data by drafting User Flows, Personas, Story Boards, and Site Maps. Conceive, sketch, and prototype for digital products on web, mobile, iOS & Android.

- Share design concepts using low- and high-fidelity user interface mockups, along with written and visual documentation, and prototypes for testing, validation, and production purposes.

- Establishing possibilities of automation by integrating AI resources to significantly enhance product usability.

- Improving products by usability testing and user acceptance testing through focus groups after Hi-Fi prototyping or by releasing test app versions. Data analysis discoveries through heat maps, eye mapping, and user behaviors using several tools and software.

- Ensuring pixel-perfect product deployment by closely working with the quality assurance (QA) team and the frontend, backend teams. Following the atomic design principles for User Interfaces.

UI/ UX Designer | AppRely Technologies

Pune, India

2019 – 2022 | *3 Years*

- Diligent research followed by strategic digital design development.
- Supervising teams to tackle designated design tasks informed by collected research.
- Defining the research by story boards and storytelling to convince the stakeholders of the findings.
- Proficient drafts of site maps, user flows, low - mid - high fidelity wireframe contrivance.
- Communicating directly with clients and stakeholders globally to comprehend requirements.
- Graphical design of brochures and adverts for marketing UI models.
- 10+ projects : FINTECH | ECOMMERCE | ENTERPRISE | LOGISTICS | SOCIAL | E-LEARNING

Freelance UI/ UX Designer | Multiple Companies

Mumbai, India

Sept' 2022 – Feb' 2023 | *6 Months*

- Scaling project scopes with clients
- Executing stepwise design completions from information architecture to final wireframes.
- Complete responsive website and application packages.

Retail and Sales | The North Face

Leicester, United Kingdom

Nov' 2018 – Oct' 2019 | *1 Year*

- Assisted visual merchandising for storefronts and promotional events.
- Sales assistance for technical outdoor apparel.
- Research on user-product interactions.
- Athlete interviews for thesis primary research.
- Comprehending e-commerce systems for customer engagement

SOFTWARES

- Figma
- Hotjar | Smartlook | Dovetail
- HTML & CSS
- JavaScript

- Jira | Miro | Asana
- Google Analytics
- Adobe XD
- Sketch

- Photoshop
- Illustrator
- After Effects
- Premier Pro

CERTIFICATIONS

IBM Full Stack Software Developer | Professional Certificate (12 courses)

- Introduction to Cloud Computing – *Completed*
- Introduction to Web Development with HTML, CSS, Javascript – *Completed*
- Python for Data Science, AI & Development – *Completed*

ADDITIONAL SKILLS

- Story Boarding and Storytelling
- Product development & customization
- Innovative strategy building & automation
- Systematic management & Time management
- Clean and intuitive interface design solutions
- Problem-solving through feedback and iterations

- Customer services, relations & assistance
- Team collaboration & leadership
- Branding collaterals for businesses
- Iconography, typography, illustrations, and animations
- Attention to detail. Macro-micro detailing of user flows & UI
- Working actively in multi cross-functional teams

EXTRA CURRICULAR

Entrepreneurship in Product Design Enterprise

- Research and Development
- Sourcing various industrial materials.
- Design and manufacture industrial-grade products.
- Prototyping product
- Sales and Marketing
- Website Design

Basic Mountaineering course from ABVIMAS, I.M.F.

Certified Adventure sports instructor at Beyond Mountains & GGIM

Sustainable Living course from Dharmalaya Institute

Art Direction for a short film named Chaila nominated for Delhi, India film festival.