Akshata Kantak

Akshatakantak@gmail.com | +1 9295958318 | Product Designer | www.akshatakantak.com | www.linkedin.com/in/akshata-kantak

''Currently volunteering for building the UI for Tech Guides Blog, an open source platform for coding students and Luften's web optimization.''

SOFTWARES

Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Principle, Protopie, Creatie.ai, Webflow, Spline 3D, Autodesk 3DS Max, CorelDraw, Mural, Miro

PROFESSIONAL EXPERIENCE

Product Designer   **Aug 2024 – Present**
Luften   New York, USA

- Increased search engagement by 30%, reduced bounce rate by 20% by search functionality and enhanced site navigation by **leading** end-to-end UX design **for web and mobile.**
- Reduced design time by 40% by **establishing a components library** and **collaborating** with product managers and stakeholders to understand requirements and provide solutions.
- Boosted user retention by 15% by aligning business goals with user needs, using **wireframes and prototypes**, & integrating feedback into product updates.

Freelance Product Designer   **May 2024 – Jul 2024**
Curly Tails, Criterion, Future Meets Present   New York, USA

- *Curly Tails*: Increased donor engagement by 25%, and **led the design of an interactive donation platform** for rescue animals, using wireframes, mockups, and prototypes to ensure a seamless user experience with accessibility standards.
- *Criterion*: Reduced bounce rates by 10% with improved interaction by **integrating user feedback, conducting usability tests** like A/B testing, and refining product strategy with cross-functional stakeholders.
- *FMP*: Increased engagement for a two-sided climate marketplace by 30% by designing web and mobile experiences, **using storyboards, user flows,** affinity mapping, and landscape analysis.

Project Designer   **Nov 2020 – Feb 2022**
Ruparel Computers Pvt. Ltd.   Mumbai, IND

- Enhanced efficiency and compliance by 20% by **collaborating with engineers** to design intuitive interfaces for a driver portal focusing on seamless, **easy-to-use UX** aligned with a user-centric design philosophy.
- Designed smoother transaction flows for over 4,000 users by conducting user research and usability testing to ensure the app met the users' needs to create **accessible** experiences.
- Reduced payment time by 20% by **gathering user feedback, iterating on designs**, and refining the UX to drive smoother interactions for the user.

Freelance Visual Designer   **Apr 2019 – Jul 2022**
Fashone, Bottomline Media Pvt. Ltd., Other clients - designed visual assets on contract basis   Mumbai, IND

- *Fashone*: **Led the design and onboarding of 40+ beta users** by conducting **user research, wireframing,** and usability testing for an MVP fashion app, improving navigation based on user feedback and enhancing visual consistency.
- *Bottomline Media Pvt. Ltd.*: Retained prominent brands, and expanded a brand's international reach by 53% through market research, **user testing, and refining UX strategies** to create accessible, intuitive designs that aligned with brand goals and resonated with diverse user bases.
- *Other Clients*: Reduced drop-off rates by 20% by designing high-fidelity prototypes for ad campaigns and optimizing **user flows** for digital platforms.

PROJECTS

GOOGLE AI OVERVIEW - SERP
Evaluated the usability of Google AI Overview for constructive suggestions for change and designed them to compete with social search.
- Improved planning efficiency by redesigning Google's AI task-based search with customizable itineraries, collaborative features, & interactive maps.
- **Analyzed Google's user models** to enhance usability for solo, family, and group travelers by conducting user research, prototyping, and testing.

LINKEDIN - CAREERS REDEFINED
A UX feature to introduce a transparent and equitable recruitment process.
- Projected **Increased trust** by 81% and LinkedIn Premium adoption by 15% by redesigning key features like Workplace Insights, Applicant Feedback, etc.
- Projected boosted user engagement by 34% and improved application clarity for 63% of job seekers by delivering user-centered design solutions for hiring.

LEADERSHIP AND AWARDS

- Awarded **Best Leadership Award** out of 78 teams from 22 global universities at Global Challenge Lab 2023 [Imperial College London] for leading the top start-up proposal, demonstrating exceptional leadership and strategic execution.

EDUCATION

Google UX Design Certificate   **Jan 2025 – Mar 2025**
Coursera   New York, USA

Parsons School of Design   **Aug 2022 – May 2024**
*MS Strategic Design and Management [*Human-Centered Design] - CGPA 3.7   New York, USA

School of Fashion Technology   **Jul 2018 – Mar 2022**
B.DES Communication Design - CGPA 3.7   Mumbai, IND