Akshata Kantak

Akshatakantak@gmail.com | Product Designer | https://www.akshatakantak.com | linkedin.com/in/akshata-kantak | Open to relocation

CORE COMPETENCIES

User Research | Web Design | Responsive Design Framework | Figma | Customer-Centric Design | Typography | Usability Testing

PROFESSIONAL EXPERIENCE

UI/UX Designer   Aug 2024 – Present | New York, USA
Luften

- Led end-to-end UX design for scalable solutions for web, increasing user engagement by 15%.
- Developed design specifications & information architecture from scratch in Figma for responsive design, reducing design time by 40%.
- Incorporated user research insights, optimizing B2B stakeholder experiences and improving retention rates by 15%.

UI/UX Designer   Jul 2024 – Sep 2024| New York, USA
Curly Tails - non profrit organization

- Designed a web donation platform using storytelling, increasing donor engagement by 25%.
- Designed and optimized a donation platform offering intangible rewards, showcasing resilience in adapting to user needs, resulting in a 25% growth in donor registrations.
- Applied systems thinking to improve the overall information architecture of the website, creating a more intuitive user experience that increased donor engagement by 25% .

UI/UX Designer   May 2024 – Sep 2024 | New York, USA
Future Meets Present

- Collaborated with strategists & front-end engineers to drive engagement for Marketplace of the Future.
- Conducted user research and prototyping, improving product validation for a two-sided marketplace.
- Designed & refined a scalable design system, improving consistency across web and mobile.

UI/ UX Designer   Sep 2023 – Dec 2023 | New York, USA
Criterion Institute

- Conducted A/B testing and usability research, improving CTR by 2% and reducing bounce rates by 10%.
- Designed a user-friendly database navigation system, resulting in a 15% reduction in user support inquiries.
- Designed an automated database system, reducing customer support inquiries by 15%.

Product Designer   Nov 2020 – Feb 2022 | Mumbai, IND
Ruparel Computers Pvt. Ltd.

- Designed mobile UI/UX for a driver portal, reducing payment processing time by 20%.
- Developed a real-time traffic app, automating 4,000+ transactions daily through license plate recognition.
- Conducted UX research and data analysis using Google Analytics, resulting in a reduction in repeat offenses and increased compliance.

Graphic Designer   Mar 2022 – Jul 2022 | Mumbai, IND
Bottomline Media Pvt. Ltd

- Designed high-impact digital campaigns for Qatar Airways, Tata Cliq, LG OLED, Maybelline, and Visa.
- Reached 53% of target users through UX research for TheDesignerClass in UK, Dubai, Milan & India.
- Actively interviewed and mentored junior designers and contributed to building a collaborative culture

Graphic Designer   May 2020 – Sep 2020 | London, UK
Fashone - internship

- Conducted UX research and user testing for a startup MVP app, onboarding 40+ users for beta testing.
- Designed a strategic communication plan for social media platforms (IG, FB, Pinterest, LinkedIn) and SEO.
- Launched a successful MVP app, onboarding and testing with 40 users, and served as the main point of contact for clients.

EDUCATION

Google UX Design Certificate
                                                                               Jan 2025 | New York, USA

Parsons School of Design
                                                                               Aug 2022 – May 2024 | New York, USA
MS Strategic Design and Management [Courses: Human Centered Design]

School of Fashion Technology
*B.DES Fashion Communication Design [*Courses: Product Design, Graphic Design, Brand Strategy, UI/ UX]   Jul 2018 – Mar 2022 | Mumbai, IND

SKILLS

Softwares :— Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Webflow, Spline, Protopie, Notion, CorelDraw, Mural, Miro, Github knowledge
UI Design :— Wireframing, Rapid prototyping, Information Architecture, Design Systems, Web design, iOS, Android, AI Tools (e.g., AI-powered prototypes, predictive UX), Mockups, Hi-fi prototyping, User Flow, Web Components, Product Strategy, Cross-Functional Collaboration, User Interviews, Collaboration with developers, UI Animation, Branding & Identity, Iconography
UX Design :— Design Thinking, User data flows, Journey mapping, Interactive Design, Website architecture, Agile, User testing, Agile UX, Business Strategy, Lean UX, User-Centered Design, Conversational Design, Design-led workshop, Customer Journey Mapping, Ethnographic Research, Personas, Service Design, Empathise, Design Tools

PROJECTS

LINKEDIN - HIRING REDEFINED
UX feature introducing transparency & equity in hiring

- Facilitated research, workshops, and testing with cross-functional teams from 10+ companies.
- Designed mobile wireframes and a UI model for the website, developing a pitch and go-to-market strategy aligned with the business model.

PROVIDENCE HEALTHCARE x PARSONS SCHOOL OF DESIGN
Research-driven prototypes to improve accessibility

- Led primary research at 5 hospitals, conducting surveys and stakeholder interviews to identify barriers to accessing financial aid.
- Designed and tested 3 high-fidelity figma prototypes in real-world environments, incorporating insights from focus groups and user experience testing.