Akshita

Product Designer
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EDUCATION

Dr B R Ambedkar National Institute of Technology, Jalandhar *2021 – 2025*
Bachelor of Technology (B.Tech) GPA: 7.5
Manu Vatika Public School *2019 – 2021*
Class 12 – CBSE Grade:94.6%

EXPERIENCE

Quantum IT Innovation (UI/UX Design Intern) *July 2026 – Present*

- Worked Designed end-to-end UI/UX solutions for mobile apps, web platforms, and SaaS dashboards across diverse business domains.
- Delivered solutions for construction permit management, fleet management, scaffolding, and Fisho's fish-selling app, tailoring workflows and interfaces to diverse user needs.
- Worked on mind mapping, prototyping, responsive interface design, and developer handoff, translating business requirements into intuitive user experiences.

Thrive Visibility (UI/UX Design Intern) *July 2025 – January 2026*

- Translated product and business requirements into structured wireframes and polished UI designs, supporting scalable web experiences and consistent visual communication across digital touchpoints.
- Configured conversion-focused landing pages and dashboard interfaces to support lead generation, improve content clarity, and create more intuitive user onboarding experiences.
- Integrated business objectives, SEO requirements, and user needs into design decisions, balancing discoverability, usability, and conversion goals across website experiences.

PROJECTS

Construction Permit Management Figma Link

- Designed a role-based construction permit platform connecting 8 user roles, streamlining collaboration across the whole permit lifecycle.
- Linked the permit lifecycle end to end (submission, inspection, approval, Revision), so data flows across all 8 user ends without re-entry
- Built role-specific dashboards, document management, inspections, approvals, project tracking for each user, improving workflow clarity..

Instagram After Save Experience Redesign Case Study

- Identified content-forgetting **36.4%** and retrieval failure **27.3%** through user research, targeting key friction points in content rediscovery.
- Redefined the experience around smart collections, context-aware discovery, and content resurfacing, improving retrieval by **38%**
- Created an AI-assisted categorization, keyword search, date filters, and personalized content resurfacing, targeting a **25%** increase in saved-content rediscovery and a **20%** increase in re-engagement with previously saved posts.

Fleet & Truck Management Figma Link

- Transformed complex fleet operation into streamlined multi-trip workflows for drivers & fleet owners, simplifying daily task management
- Crafted intuitive fleet workflows improving user engagement by **35%** & reducing follow-up calls by **60%** with simplified task flows.
- Co-worked route optimization, fuel tracking, pause accountability, load/unload workflow to improve operational visibility, accountability.

FinLeaf Case Study

- Developed an AI-powered finance dashboard to simplify income tracking, expense management, budgeting, and savings monitoring
- Improved financial planning efficiency by 12% through enhanced budgeting, saving & spending workflows by clearer financial insights.
- Mapped intuitive data visualizations & AI-driven insights to help users understand spending patterns & make informed financial decisions.

Google Pay- Situational Accessibility Case Study

- Formulated the merchant scan-and-pay experience to target **15–20%** improvement for users making UPI payments while carrying groceries, luggage, or other items with one hand occupied.
- Refined thumb-reachable controls & QR scanning targeting **25–30% reduction** in payment interaction steps during one-handed payments.
- Addressed QR positioning and feedback to address scanning challenges from glare, unstable grip, and crowded environments.

SKILLS

Tools: Figma (Advanced), Adobe XD, FigJam, Adobe Illustrator, Wix, Canva
Design Systems: Component Libraries, Auto Layout, Design Tokens, Atomic Design, Style Guides
Research & Testing: User Research, Usability Testing, A/B Testing, Heuristic Evaluation, Competitive Analysis
Design & Research: Wireframing, Low-fi & High-fi Prototyping, User Flows, Interaction Design, Design Thinking, Visual Design.
Collaboration & Handoff: Developer Handoff, Design QA, Jira, Confluence, Notion, Agile/Scrum
Tech: HTML5, CSS3, JavaScript, React.js, Tailwind CSS, Responsive Design
Data & Dev Tools: Power BI, MS Excel, Python (Basics), Git, GitHub, VS Code

CERTIFICATIONS

Certifications: NextLeap Product Design Course, Google UI/UX Course, Coding Ninja Java DSA course