ANKITA SRIVASTAVA

UI / UX | PRODUCT DESIGNER

CONTACT

+91 9477766521

ankita.sri1408@gmail.com

ankitasrivastava.co.in

linkedin.com/in/ankitadesign

CORE SKILLS

Product Discovery & Research: Problem Framing, User Research, Competitive Analysis, Heuristic Evaluation, Stakeholder Discovery, Usability Testing, Insight Synthesis and more

Product Strategy & Experience Design: Business Analysis, Information Architecture, User Flow Design, Journey Mapping, Interaction Design, Workflow Simplification and more

UI & System Design: Wireframing, High-Fidelity UI Design, Interactive Prototyping, Design Systems, Responsive Design, Accessibility (WCAG 2.1)

Collaboration & Delivery: Cross-functional Collaboration, Stakeholder Communication, Design-to-Development Handoff, Iterative Design, Design Reviews

TECHNICAL SKILLS

Design & Prototyping: Figma, FigJam, Framer

Research & Collab: Miro, Notion, Balsamiq

AI Proficiency: ChatGPT, Perplexity AI, Gemini, Claude, Google AI Tools (Labs, Antigravity)

Basic Development: HTML, CSS & Responsive Layouts

CERTIFICATIONS

Google UX Design Professional *Coursera*

Principles of UI/UX Design *Coursera*

LEADERSHIP & RECOGNITION

NCC Camp Leadership *Jadavpur University*

Eastern Air Command Basketball & Chess Representative *Air Force School, Barrackpore*

EDUCATION

Bachelors of Commerce (B.Com) in Accountancy Honours *Calcutta University - T.H.K. Jain College*

SUMMARY

I'm a self-taught Product Designer focused on solving complex business and user problems through structured product thinking. Experienced in translating ambiguous requirements into intuitive digital experiences by combining research, information architecture, interaction design, and business analysis. Passionate about designing products that simplify decision-making and create meaningful value for users and businesses.

WORK EXPERIENCE

UI / UX Designer | Product Designer | Freelancer *2025 - Present*

- Delivered end-to-end product design for Navanu Wealth, Orchids Boutique, and Growth Utsav, partnering with founders to translate business objectives into user-centered digital experiences.
- Analyzed business goals, existing experiences, and competitive products to uncover usability, trust, and communication gaps before defining product solutions.
- Structured information architecture, user flows, and interaction patterns to simplify complex user journeys and improve product discoverability.
- Balanced user needs, business priorities, and technical constraints by collaborating closely with founders and developers throughout the design process.
- Established scalable design systems and reusable UI components to improve consistency accelerate future iterations, and support product scalability.
- Refined product experiences through heuristic evaluation, stakeholder feedback, and iterative design, ensuring solutions aligned with evolving business requirements.
- Led projects from discovery through delivery, transforming ambiguous requirements into intuitive digital experiences that strengthened product clarity and user confidence.

SELECTED PROJECTS

AHRI – Preventive Healthcare Decision Platform | Design for Change *2026*

Led the end-to-end design of a preventive healthcare platform during a one-week design sprint, uncovering the challenge of fragmented public health information through secondary and field research. Synthesized environmental and disease-risk data into a structured, location-based experience that enables users to understand health risks and make informed daily decisions through intuitive information architecture and risk visualization.

MyCare – AI Powered Healthcare Companion | Self Initiative Project *2025*

Designed an AI-assisted healthcare experience that simplifies how people understand complex medical information and decide on appropriate next steps. Reframed dense clinical reports into guided, plain-language experiences using structured information architecture, contextual explanations, and AI-assisted interactions to reduce cognitive load and support informed decision-making.

FreshlyEats – Smart Meal Configuration Experience | Self Initiative Project *2025*

Designed a personalized meal-ordering experience that simplifies complex customization without overwhelming users. Structured ingredient selection, dietary preferences, and meal configuration into an intuitive decision-making flow, balancing flexibility with usability to create a faster and more confident ordering experience.

View All Projects