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ANKITA SRIVASTAVA

UX / UI DESIGNER | PRODUCT DESIGNER

CONTACT

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CORE SKILLS

Product Strategy & Roadmap Alignment
Feature Prioritization & KPI Thinking
Product Discovery & Problem Framing
User Research & Insights Analysis
Usability Testing & Evaluation
Persona Development & Empathy Mapping
User Journey Mapping & Flow Design
Information Architecture Design
Workflow Design & Simplification
Accessibility (WCAG Guidelines)
Color Theory & Visual Hierarchy
Design Systems & Scalable UI
Visual Design & Prototyping (Figma)
AI-Assisted UX & Workflows
Cross-Functional Collaboration
Stakeholder Communication
End-to-End Design Ownership

TECHNICAL SKILLS

Design & Prototyping: Figma, FigJam, Framer
Research & Collab: Miro, Notion, Balsamiq
AI Tools: ChatGPT, Perplexity AI, Gemini, Claude, Google AI Tools (Labs, Antigravity)
Visual & Content: Canva, Gamma
Basic Development: HTML & CSS

CERTIFICATIONS

Google UX Design Professional
Coursera | Feb'2024
Principles of UI / UX Design
Coursera | May'2024

EDUCATION

Bachelors of Commerce (B.Com) in Accountancy Honours
Tara Devi Harakchand Jain College | Sept 2021

SUMMARY

I'm a UX/UI & Product Designer with 2+ years of experience in designing intuitive, scalable digital products across fintech, e-commerce, and onboarding platforms. Skilled in simplifying complex workflows through structured information architecture, user flows, and high-fidelity interfaces. Known for delivering end-to-end design solutions under tight timelines while aligning user needs with business goals to improve usability, engagement, and conversion.

WORK EXPERIENCE

- UX UI Designer | Product Designer | Freelancer** 2025 - Present
- Delivered end-to-end product design for **Growth Utsav, Orchids Boutique, and Navanu Wealth**, translating business goals into clear, user-centered digital experiences.
 - Architected scalable information hierarchies and navigation systems to simplify **complex financial and e-commerce interactions**.
 - Collaborated with stakeholders including founders and engineering teams to align user needs with business goals and technical feasibility.
 - Designed high-impact, brand-aligned interfaces, including **rapid delivery under tight timelines** and **strong stakeholder alignment from early stages**
 - Applied system-level thinking to ensure **consistency, usability, and long-term scalability** across platforms
 - Conducted competitive analysis to align designs with **market expectations and user behavior**
 - Led design execution from discovery to delivery, strengthening **product clarity, trust, and overall user experience**

PROJECTS

FreshlyEats — Food Delivery Platform | Self Initiative Project 2025
Designed a customizable food delivery experience that allows users to build meals based on their preferences and dietary needs. Focused on simplifying decision-making through structured customization flows, clear categorization, and intuitive navigation. Balanced flexibility with usability to create a seamless ordering experience aligned with user goals and business engagement.

MyCare AI-Assisted Healthcare Experience | Self Initiative Project 2025
Designed a healthcare experience focused on simplifying how users understand complex medical reports and make informed decisions. Structured dense health data into clear, actionable insights using intuitive hierarchy, plain-language explanations, and guided interactions. Introduced AI-assisted support to help users interpret results and take next steps confidently, applying a clarity-first approach to reduce cognitive load in a high-stakes domain.

AHRI — Area Health Risk Index Platform | Design for Change 2026
Designed a data-driven platform to help users understand area-based health risks and make informed decisions. Translated complex health data into accessible, easy-to-understand insights through clear visualization and structured information design. Focused on improving clarity, usability, and decision-making by presenting relevant data in a meaningful and actionable way.

[View All Projects](#)