

Smita Aghav

Product Designer | UI/UX Designer | UX Researcher

[Linkedin](#)

<https://www.smitaaghav.com/>

smita.aghav14@gmail.com

(786) 622-4693

San Francisco

Creative and research-driven Product Designer with a Master's in UX/UI Design. Experienced in designing responsive web and mobile interfaces, conducting usability testing, and creating inclusive, accessible user experiences. Strong in Figma, design systems, and cross-functional collaboration. Passionate about solving real-world problems through human-centered design and data-informed insights.

EXPERIENCE

WoMen of Connections Ministry Inc

— UI/UX Design Intern

Feb 2025 - Present

Richmond, VA (Remote)

- **Leading UI/UX team** for a client project, managing end-to-end product design.
- **Gathering requirements**, conducting stakeholder interviews, and delivering prototypes.
- **Designing new pages** and optimizing existing layouts for **usability and responsiveness**.
- **Collaborating with developers** to ensure accurate and scalable implementation.
- **Auditing design files** and improving UX to address visual and functional issues.
- **Managing scope changes** and preparing client-facing documentation and addendums.
- **Creating design reports, trackers**, and presentations for internal and external use.

BNY Mellon — Client Representative

July 2021 - June 2022

Pune, In

- Resolved technical portal issues for clients, improving accessibility and troubleshooting efficiency.
- Led the integration of new fund companies into the CRM, improving data accuracy and user flow.
- Coordinated cross-functional teams to ensure **100% on-time CRM project deployments**, improving workflow efficiency.
- Added and maintained client records in the CRM, ensuring

PROJECT

Athletic Brewing Company

Branding & UX/UI Design
Project (NBCUniversal)

Developed branding strategies for Athletic Brewing Co. using **Figma**, focusing on engaging health-conscious individuals. Designed **on-site activations and interactive social media experiences** aligned with brand values.

Applied **information hierarchy and accessibility principles** to build user-friendly digital brand assets.

SKILLS

Design & Prototyping: Figma, Adobe XD, Illustrator, Photoshop, Webflow, Framer

User Research: Interviews, Surveys, Persona Development, A/B Testing, Usability Testing, Behavioral Analytics

UX Strategy: Design Systems, Information Architecture, Wireframes, User Flows, Interaction Design

Accessibility: WCAG 2.1 Guidelines, Cognitive Walkthroughs, Inclusive Design Practices

Tools: Trello, Miro, HTML/CSS (basic), JavaScript (basic)

Soft Skills: Problem-solving, Collaboration, Time

structured information architecture and accuracy.

- Collaborated with quality check and analytics teams to optimize data consistency and usability.

Management, Storytelling,
Adaptability

LANGUAGES

English, Hindi, Marathi

Capita

— Senior Executive

Jan 2018 - March 2020

Pune, In

- Assisted users with network portal issues, maintaining an **average response time under 30 seconds** to improve efficiency.
- Managed issue resolution across multiple projects, ensuring completion **within a 48-hour window** for minimal downtime.
- Conducted report analysis and quality checks, identifying UX pain points and recommending improvements.
- **Managed the knowledge base**, creating and updating templates and articles to enhance accessibility and usability, ensuring client-approved updates were implemented.
- **Updated SOP templates weekly** on the company's portal, maintaining structured documentation and improving workflow efficiency.
- Performed regular testing on network portals, identifying usability issues and streamlining processes for a more seamless experience.

EDUCATION

Academy of Art University — MA. Interaction and UX/UI Design

Feb 2023 - Dec 2024

San Francisco, CA

CGPA - 3.85

Maharashtra Institute of Technology — B.Tech. Computer sci Engineering

Aurangabad, India

CGPA - 6.15