



AKASH PANICKER

User-centered designer with 3+ years of experience in creating user experience solutions impacting over 300,000 users

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WORK EXPERIENCE

APR 2022 – JUN 2023

DePaul University

UI/UX Designer · Chicago, IL

- Conducted competitive analysis and accessibility audit of Career Management website, identifying areas for improvement
- Streamlined website accessibility using Web Content Accessibility Guidelines (WCAG), leading to a 40% increase in user satisfaction

SEP 2022 – MAR 2023

Data Products LLC

UI/UX Design Intern · Chicago, IL

- Performed heuristic evaluations and implemented new design guidelines, resulting in a 30% increase in user satisfaction ratings
- Led user research and usability testing to ensure that the design of the website was user centered
- Streamlined the Design System by designing 50+ standardized components and Color Naming Structure (CNS) resulting in a streamlined design-to-dev handoff process
- Collaborated cross-functionally with stakeholders and engineering team to design responsive mobile-first UX/UI
- Increased page load speed by 20% and refined mobile responsiveness

AUG 2020 – APR 2021

Salt Web Technologies Pvt Ltd

UI/UX Designer · Remote

- Designed multiple design ideations for SaaS product and retail websites, resulting in a 15% expansion in customer acquisition
- Developed user experience strategies and tested Information Architecture for SaaS product, logistics and healthcare websites
- Achieved better user engagement metrics by 40% and reduced bounce rates by 30% on redesigned websites
- Promoted to Design Team Lead, managed end-to-end design & development, and increased online sales by 30%

JAN 2020 – JUL 2020

Techflux (Startup)

UI/UX Designer · Navi Mumbai, India

- Collaborated in a fast-paced environment to understand client requirements and communicate with developers for implementation
- Analyzed clients' needs and goals, with quantitative and qualitative data, to design digital products using Figma
- Interviewed users to build user persona and tested usability with teamwork, reducing navigational errors by 30%
- Created wireframes and prototypes for 5 projects to serve healthcare, sales, fintech and marketing employees

UX PROJECT EXPERIENCE

SEP 2020 – DEC 2020

Pet Mapping App

Product Designer · Chicago, IL

- Led team of 3 to design a pet mapping app for users facing challenges, using user research, personas, and Miro
- Evaluated 5 in-person usability testing utilizing mid-fidelity prototypes and designed high-fidelity prototype based on feedback

MAR 2022 – JUN 2022

WVSU Website Redesign

Information Architect · Chicago, IL

- Conducted IA testing with 49 participants to enhance navigation menu; Developed sitemap, wireframe and mockups
- Executed chalkmark testing on Optimal workshop, with a 100% success rate in final 4 tasks

EDUCATION

DePaul University · Chicago, IL

M.S in Human-Computer Interaction (HCI)

June 2023 · GPA- 3.84/4.0

YCMOU · Mumbai, Maharashtra

B.S in Media Graphics and Animation

May 2019 · GPA- 3.68/4.0

SKILLS

Software/Tools/Development

Figma	FigJam
Adobe XD	Sketch
Axure RP	InVision Studio
Photoshop	Illustrator
After Effects	Balsamiq
Miro	Optimal Workshop
Atlas.ti	Adobe Creative Suite
Webflow	HTML/CSS, Bootstrap
JavaScript	3D Studio Max
Maya	

Design and Research

Prototyping	Wireframing
Interaction Design	Visual Design
UI Design	Typography
Graphic Design	2D/3D Animation
Full Stack Design	Design Communication
IA Testing	Storyboarding
Usability Research	Journey Mapping
UX Strategy	Affinity Diagramming
Surveys	Competitive Analysis
User Flows	Thematic Analysis
Card Sorting	Contextual Inquiry
Agile Thinking	Project Management