AKASH PANICKER

User-centered designer with **4+ years** of experience in creating user experience solutions impacting over **300,000 users**

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WORK EXPERIENCE

DePaul University   APR 2022 – JUN 2023
UI/UX Designer · Chicago, IL

- Conducted user interview and competitive analysis to redesign Career Management website, identifying areas for improvement
- Demonstrated written and verbal communication skills by working with cross-functional teams to solve user problems
- Created **5+** visually appealing and data-driven social media posters every week, increasing social media engagement by **30%**
- Streamlined website accessibility using Web Content Accessibility Guidelines (WCAG), leading to a **40%** increase in user satisfaction

Data Products LLC   SEP 2022 – MAR 2023
UI/UX Design Intern · Chicago, IL

- Streamlined the Design System by designing **50+** standardized components and Color Naming Structure (CNS) resulting in a streamlined design-to-dev handoff process
- Implemented motion design and micro-interactions to enhance user engagement and delight
- Performed user research, data analysis, and usability testing to ensure that the design of the website was user-centered
- Collaborated cross-functionally with stakeholders and engineering team to design responsive mobile-first UX/UI
- Developed sitemap, wireframe and mockups; Increased page load speed by **20%** and refined mobile responsiveness

Salt Web Technologies Pvt Ltd   AUG 2020 – APR 2021
UI/UX Designer · Pune, India

- 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 logistics and healthcare websites
- Used wireframing and high-fidelity prototyping techniques to design new websites that was easy to use and navigate
- 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%**

Techflux (Startup)   JAN 2020 – JUL 2020
Product Designer · Navi Mumbai, India

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

Freelance   MAY 2018 – NOV 2019
Full Stack Designer · Remote

- Delivered projects that met the clients' needs and goals by wearing different hats as a Designer and Developer
- Developed user centered design for startups and small businesses, applying problem-solving skills to create product design solutions
- Coordinated with stakeholders to ensure that design strategies were aligned with industry trends and met client business objectives
- Designed visually appealing design layouts and icons that aligned seamlessly with branding guidelines

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

UX PROJECT EXPERIENCE

Pet Mapping App
Product Designer · Chicago, IL

- Led a team of 3 in designing a pet mapping app that addresses the needs of pet owners in Chicago
- Conducted 5 in-person usability tests with a 100% success rate in the final 4 tasks; Based on feedback, designed a high-fidelity prototype that addressed all usability issues