

Akanksha

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EDUCATION

Indiana University, Bloomington, IN

Expected May 2025

Master of Science in Human-Computer Interaction/design

- *Student Representative*, Graduate and Professional Student Government; *Proctor*, Accessible Educational Services

Indraprastha Institute of Information Technology, New Delhi, India

May 2014

Bachelor of Technology in Computer Science and Engineering

- *Organizing Head*, Tech & Cultural Society; *Student Coordinator*, Film Critics

WORK EXPERIENCE

Nykaa, Gurgaon, India

March 2020 – October 2021

Product Manager

- Employed data-driven insights from usability studies and evaluative research sessions to optimize user navigation and discoverability of brands and categories on an ecommerce platform, resulting in a 10% increase in revenue.
- Created and managed a research database in Adobe Analytics, tracking user behaviors and preferences. Synthesized insights for cross-functional teams to access and utilize effectively in decision-making processes.

POPxo, New Delhi, India

March 2017 – March 2020

Product Manager

- Led user research and participatory design sessions, including interviews, journey mapping and persona development, to build an online women's community platform in India, scaling to over 1 million users.
- Managed 4 end-to-end agile product development cycles, fostering collaboration between design and development teams to iteratively build and refine designs and products driven by user feedback.

Hikari Tsushin, Inc, Tokyo, Japan

September 2014 – June 2016

Technical Product Manager

- Led a team of 10 developers in building an in-house mobile number portability system, seamlessly integrated with Salesforce APIs, resulting in a 15% improvement in sales team reporting speed.
- Conducted heuristic evaluations and expert reviews in existing softwares to identify usability issues and provide recommendations, resulting in a 30% reduction in user errors.

VOLUNTEERING

Nurture India, New Delhi, India

August 2020 – April 2022

Product & UX Consultant

- Conducted ethnographic research to understand user needs in the handicrafts domain, informing the development of an e-commerce platform tailored to the needs of local artisans.

National Institute of Urban Affairs, New Delhi, India

December 2021 – June 2022

UX Consultant

- Collaborated with government officials to advance web development initiatives and establish accessibility guidelines.

TECHNICAL SKILLS

Research: Remote/In-Person Interviews, Contextual Inquiry, Cognitive Walkthrough, Usability Testing, Focus Groups, Participatory Design, Co-Design, Survey Design, Card Sorting, Information Architecture, Heuristic Evaluation, A/B Testing

Design: Sketching, Storyboarding, Wireframing, Visual Design, Interaction Design, Prototyping, Design Systems, Collaboration

Toolbox: Figma, Canva, Miro, Qualtrics, SurveyMonkey, HTML5, CSS, JavaScript, Python, Webflow, Framer, Wordpress, Shopify, Google Analytics, Adobe Analytics, Dovetail, Jira, Asana, Tableau, SQL, Mixpanel, UserTesting