ANKIT KUMAR SINHA
Product Designer (UX/UI)

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SUMMARY

Pursuing my graduation with a **master's degree in User Experience Design** from **Loughborough University** in the UK, and having experience of **4 years** delivering user-centered designs and contributing to innovative solutions like ODIN, which secured **$24M in funding**. I am looking for a **Product Designer** role and have the **right to work in the UK**.

EDUCATION

LOUGHBOROUGH UNIVERSITY   Sept 2024 - Sept 2025
MSc in User Experience Design - Loughborough, UK
Modules Include: Design Research Methods, Usability, Principles and Practice, Interaction, and Immersive Future

LOVELY PROFESSIONAL UNIVERSITY   Aug 2017 - Aug 2021
B.Tech in Computer Science & Engineering - Punjab, India
Modules Include: Frontend Development, Python, Java, C, C++, DBMS, Backend Development

PROFESSIONAL EXPERIENCES

SENIOR PRODUCT DESIGNER   Oct 2024 - Dec 2024
Techolution - Remote, UK

- Identified inconsistencies across product interfaces at Techolution, impacting **usability** and development efficiency, and the creation of a scalable **design system** in Figma, improving UI consistency and reducing dev rework by 35%.
- Tasked with **streamlining design workflows** for cross-functional teams working on AI-powered platforms and designing reusable components and UI patterns, cutting design time by 40%**,** and enabling faster prototyping.
- Observed fragmented design practices across products during stakeholder reviews and established a **unified design language** with documentation and guidelines, ensuring brand alignment across all teams.

PRODUCT DESIGNER   Jun 2023 - Sept 2024
Cyble (AI-Powered Cyber Security) - Bangalore, India

- Designed ODIN on **Figma**, a cutting-edge internet scanning tool, to address market demand for magnified threat visibility, which contributed to **securing $24M in funding**.
- **Led** stakeholder workshops and **collaborated** in brainstorming sessions to gather user and **business requirements**, shaping product direction.
- Developed the **Information Architecture** in Miro, crafted Interaction Design, and built data visualisations to enhance user comprehension and streamline workflows, leading to a 30% faster task completion rate.
- Delivered a complete **B2B** UI/UX redesign in 2 months using Figma and Agile sprints, boosting product sales by 10% through improved usability.
- Redesigned core UI components and upgraded visual data presentation, resulting in a 40% increase in engagement and a 25% reduction in analysis time.
- Optimised interface performance by reducing loading time from 45 to 4 seconds, significantly improving user satisfaction.
- Conducted **A/B testing** across key user flows, analysed user behavior, and iterated designs, leading to an 8% increase in conversion rates.

UX DESIGNER   Apr 2022 - June 2023

Educational Initiatives - Bangalore, India

- Investigated user **workflows** through a comprehensive survey to uncover friction points, then constructed a simplified interface, halving the test creation steps from 8 to 4.
- Amplified navigation and usability of the student interface by synthesizing direct **usability feedback**, increasing session duration from 3 to 10 minutes.
- Established a unified **design system** in Figma that aligned UI/UX standards, accelerating design cycles by 40% and facilitating smoother team coordination.
- Revitalised the teacher-side test creation interface after detailed customer research, which elevated user satisfaction by 20% and stimulated a notable increase in product adoption and sales.

UX DESIGNER   Jul 2021 - Mar 2022

Presidio Cloud Solution - Bangalore, India

- Modernised a **B2B** outdated platform with a **responsive design**, increasing revenue by 15% and improving cross-device compatibility.
- Led a **user research** initiative involving **interviews** and usability tests to drive data-informed design improvements, leading to a 25% uplift in user satisfaction.

UX DESIGNER INTERN   Jan 2021 - Jul 2021

Techolution - Hyderabad, India

- Directed the development of a **B2C product**, designing an intuitive UI with file-sharing capabilities, which boosted user adoption by 25% within the first quarter.
- **Revamped** the main dashboard page, introducing user-friendly statistics and reducing load times by 10 seconds, resulting in a 15% increase in user retention.

WEBSITE DEVELOPER INTERN   Jun 2020 - Aug 2020

PEPPIGO PVT. LTD - Remote, India

- Built a user-focused website from scratch using **HTML, CSS, and JavaScript,** aligning design to target audience needs and boosting traffic by 30%.

WEB DEVELOPER   Jun 2020 - Aug 2020

Girlscript Guwahati - Remote, India

- Contributed and developed the chapter website using modern full-stack tools, boosting **UX consistency**, reducing load time by 35%, and increasing session duration by 10%.

SKILLS & OTHERS

Skills: Figma, Adobe XD, Adobe Photoshop, Figjam, Miro, User Research, User Experience, User Interface, Product Design, Market Analysis, Competitor Review, Wireframing, User Flows, Work Flow, Interaction Design (IxD), Information Architecture (IA), Usability Testing, Data Visualisation, User-Centred Design (UCD), UX Strategy, Design Thinking, Qualitative and Quantitative Research, A/B Testing, Jira, Agile Collaboration, Cross-functional Team Collaboration, Conversational Aptitude, AI Prompts, B2B, B2C, B2B2C, SAAS, Tableau, G*Power, SPSS, Attention to Details, User Journey Map, HCI, High-fidelity prototyping, Interactive mockups, Functional prototyping, HTML, CSS, Bootstrap, Responsive Design, Design Systems, iOS, Android, Web Designs.

Awards: Uxathon - Deloitte Digital (Best Prototype- Runner up), Dell Designathon, Performance Award - Odin Application Design

Certifications: Google Analytics, Google UX Design, IBM Enterprise Design Thinking, Miro Brainstorming

Language: English (native or advanced proficiency)