

ANKIT KUMAR SINHA

Product Designer - 2 (UX/UI Designer)

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SUMMARY

- Dynamic UX/UI Designer with 4 years of experience across cybersecurity, ed-tech, and cloud solutions sectors.
- Expertise in user-centered design, enhancing user engagement and operational efficiency.
- Proficient in leading tools like Adobe XD, Figma, InVision, Miro, and Balsamiq.
- Strong knowledge of web technologies, including HTML, CSS, and Bootstrap.
- Skilled in wireframing, prototyping, and employing agile methodologies for product development.
- Experienced in designing for iOS and Android platforms with modern UX/UI practices.
- Improved user experience through data visualization, information architecture, and interaction design, driving business growth by optimizing sales funnels, enhancing interfaces, and designing ODIN, which raised \$24 million.

SKILLSET

FUNCTIONAL

User-Centred Design | Wireframing | Prototyping | User Research | User Interviews | Information Architecture (IA) | Interaction Design (IxD) | Information Visualisation | Agile Methodologies | Design System | Aesthetic Sense | IOS Design | Android Design | Web Design| Empathy Mapping | User Persona | Usability Testing | Design Teaching | Design Thinking

Technical:

- **Design Tools:** Adobe XD, Figma, Invision, Adobe Photoshop, Miro, Indesign
- **Technical Skills:** HTML, CSS, Bootstrap, Jira
- **Design Concepts:** UI/UX Design, User-Centred Design, Wireframing, Prototyping, Graphic Design, Motion Graphics, Micro Interactions, Lottie
- **Additional Skills:** Data Visualization, Agile Project Management, Cross-functional Collaboration, Modern, Web Design Practices, Product Interface Optimization, Continuous Learning and Innovation

PROFESSIONAL EXPERIENCE

CYBLE (AI POWERED - CYBER SECURITY)

Bengaluru, Karnataka, India

Product Designer - 2

Jun 2023-Sept 2024

- Designed ODIN, an internet scanning tool based on which our company has raised 24 million dollars.
- Requirement gathering stakeholder meetings and brainstorming sessions. Creating a proof of concept UX Strategy, Developing Information Architecture(IA) Interaction Design (IxD), and Information Visualization.
- Introducing fresh features to boost revenue streams.

- Designed a complete End-to-End interface within just 2 months, resulting in a 10% increase in Odin's sales.
- Redesigned critical components within Vision, enhancing the user interface and improving data visualisation, resulting in a 40% increase in user engagement and a 25% reduction in time spent on threat analysis.
- Achieved a remarkably quicker loading time from 45 seconds to 4 seconds through optimised interface enhancements.

EDUCATIONAL INITIATIVES

Bengaluru, Karnataka, India

UX Designer

Apr 2022-Jun 2023

- Conducted an extensive survey of Curate Test, diagnosing its usability issues and designing a user interface that simplified accessibility and user flow, resulting in a reduction of steps required to create tests from 8 steps to 4 steps.
- Revamped our product's interface through usability testing with students, dramatically improving user experience and escalating engagement from 3 minutes to 10 minutes.
- Implemented a design system that standardised the UI/UX design process expedited design turnaround time by 40% and increased collaboration among design, development, and product team
- Designed festival-inspired web and mobile templates, significantly raising user engagement and satisfaction by up to 12% with Mindspark.
- Overhauled the test paper interface for teachers with extensive customer research and a user-centric design, resulting in a surge in sales and greatly enhancing customer satisfaction.

PRESIDIO CLOUD SOLUTION

Bengaluru, Karnataka, India

UX Designer

Jul 2021- Mar 2022

- Transformed an outdated platform, modernising the interface and implementing new features to elevate the user experience, leading to significant growth in engagement and revenue.
- Executed a comprehensive user research plan that included in-depth interviews and usability testing, resulting in data-driven product design decisions and an escalated user experience.
- Established a cohesive design system in collaboration with cross-functional teams, optimising the design process and ensuring uniformity across multiple products and platforms, resulting in increased efficiency and a more polished user experience.

TECHOLUTION INDIA PVT. LTD.

Hyderabad, India

UX Designer Intern

Jan 2021 - Jul 2021

- Led the development of a novel B2C product with an efficient user interface and versatile file-sharing capabilities
- Enhanced the dashboard's main page with user-friendly statistics, reducing loading times by 10 seconds
- Created a vendor portal platform from scratch, simplifying data handling and reducing operational times from hours to 45 minutes
- Developed an end-to-end asset management platform, reducing asset retrieval time by 35% and saving 20 hours per week in manual tracking

PEPPIGO PVT. LTD.

India

Website Developer and Designer Intern

Jun 2020 - Aug 2020

- Built a user-centered website from the ground up, aligning closely with user needs and preferences, significantly enhancing the startup's market presence

GIRLSRIPT GUWAHATI

India

Web Developer Intern

Jun 2020 - Aug 2020

- Collaborated in full-stack development for the Girlsript Guwahati website, focusing on seamless design integration and functionality.

EDUCATION

LOUGHBOROUGH UNIVERSITY

Loughborough, UK

Master's in User Experience Design

Present

LOVELY PROFESSIONAL UNIVERSITY

India

Bachelor of Computer Science & Engineering

May 2021