ANKIT S.

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SUMMARY

Pursuing graduation with an **MSc in User Experience Design** from **Loughborough University,** and worked in **Cybersecurity, Ed-Tech, Cloud Solutions, B2B, and B2C sectors.**. Currently seeking opportunities as a **Product Designer**.

EDUCATION

MSc in User Experience Design | Loughborough University | Sept 2024 - Sept 2025
- **Modules:** Design Research Methods, Usability, Principles and Practice, Interaction, and Immersive Future
- **Dissertation:** Dynamic pricing to help small businesses **(A/B Testing, User Research, Visual Design, SaaS, Prototyping)**

B.Tech in Computer Science & Engineering | Lovely Professional University | Aug 2017 - Aug 2021
- **Modules:** Frontend Development, Python, Java, C, C++, DBMS, Backend Development
- **Dissertation:** Optimised website of Harper Collins **(User Research, Speed Testing, Wireframing, Visual Design, Prototyping)**

WORK EXPERIENCE

Senior Product Designer (Contract) | Techolution | Oct 2024 - Dec 2024 | Remote, UK
- Created a scalable **design system in Figma**, reducing dev rework by **35%**
- Streamlined design **workflows** for AI platforms, cutting design time by **40%**
- Established a unified **design language**, ensuring brand alignment

Product Designer | Cyble (AI-Powered Cyber Security) | Jun 2023 - Sept 2024 | Bangalore, India
- Designed ODIN keeping **business objectives**, securing **$24M in funding**
- **Led** stakeholder workshops to gather user and business requirements
- Developed **Information Architecture**, enhancing task completion by **30%**

UX Designer | Educational Initiatives | Apr 2022 - June 2023 | Bangalore, India
- Simplified interface with **prototype**, halving test creation steps from **8 to 4**
- **Increased** session duration from **3 to 10 minutes**
- Accelerated design cycles by **40%** through a unified **design system**

UX Designer | Presidio | Jul 2021 - Mar 2022 | Bangalore, India
- Modernised platform with **responsive UX/UI design**, increasing revenue by **15%**
- Conducted research, **driving design** improvement, and uplifting satisfaction by **25%**

AWARDS

- Uxathon Winner, Deloitte Digital – Led team to **1st place** among **100+ participants**
- Received a **Performance Award** - Odin Application Design at Cyble (AI-Powered Cyber Security)
- Dell Designathon - **Led my team to the final** round of the event at Dell Mumbai

LANGUAGES, SKILLS, AND CERTIFICATES

- **Languages:** English (Fluent)
- **SKills:** Figma, Adobe XD, Miro, HTML, CSS, User Experience (UX), User Interface (UI), Product Design, Wireframing, User Flows, Workflow, Interaction Design (IxD), Information Architecture (IA), Usability Testing, Data Visualisation, User-Centred Design (UCD), UX Strategy, Design Thinking, User Journey Map, High-fidelity Prototyping, Responsive Design, Design Systems, User Research, Market Analysis, Competitor Review, Qualitative and Quantitative Research, A/B Testing, G*Power, SPSS, Jira, Agile Collaboration, Cross-functional Team Collaboration
- **Certifications:** IBM Enterprise Design Thinking (2024), Google Analytics (2022), Google UX Design (2023), Miro Brainstorming (2023)

References Available on Request