

Anshika Srivastava

UX/UI and Product Designer • designs.anshika@gmail.com • United States • anshika.xyz

SKILLS

Design: User Experience Design, User Interface (UI) Design, Design Systems, Documentation, Information Architecture, Prototypes, Wireframes, Storyboard, Mockups, Typography, Motion Design, Visual Design, Branding, User-Centered Design, Product Design, Sprint Planning, FDA Human Factors Guidelines

UX Research: Usability Testing, Descriptive Data Analytics with Python, Interviews, Surveys, Contextual Research, Mixed-methods research, Focus Groups, Digital Ethnography, Secondary Research, Competitive Market Analysis

Tools: Figma, Sketch, Adobe Creative Suite, Qualtrics, Google Survey, Miro, Midjourney, Lottie Files, Frontend Code (HTML, CSS, JavaScript), Accessibility Audit (ANDI, WAVE), Storybook, Notion

WORK EXPERIENCE

Product Designer (Freelance) / Stealth Startup (Health-Tech) / Remote, DE **July-2024 - Present**

- Interpreted FDA's Human Factors and Usability Engineering guidelines, ISO - 13485, and WCAG 2.1 guidelines to create the UI of a medical device for a medical device manufacturer.
- Mixed-methods user research including user journey mapping, competitive analyses, and user interviews to inform user flows, edge cases, and road mapping for usability testing.

Product Designer / Hometown Heroes Radio, Delaware Public Media / Remote, DE **August 2023 – May 2024**

- Implemented an end-to-end, agile process to craft a music mentorship web app benefiting 3000+ early-career musicians.
- Facilitated mixed-methods user research with 20+ stakeholders to identify opportunities, and assess product market fit.
- Analyzed 15+ market competitors to define product vision, revenue model, and growth strategy - creating key user flows, user journey mapping, and detailed information architecture, shaping the user experience according to user needs.
- Directed iterative wireframing, and high-fidelity prototypes to define the product. Usability testing with 4+ stakeholders showed an over 80% satisfaction rate. [View Project](#)
- Created a brand identity, variable-based design system of ~500 components to facilitate developer hand-off. [Link](#)

Product Design Intern (Design System) / Gainwell Technologies / Remote, TX **May 2023 – August 2023**

- Designed a responsive design system for a Health and Human Services platform for Mobile and Web. Created a diverse set of 20+ responsive components for diverse use cases, streamlining the design process for the design team. [View Project](#)
- Harnessed Figma Library Analytics to gauge the 40% increase in the adoption rate of design system components.
- Collaborated with engineering and product managers to optimize the development time of Gainwell's products by authoring clear documentation outlining the design system's components, usage guidelines, and states.
- Leveraged design system principles to craft customer-centric marketing landing pages for Gainwell's Medicaid Dashboard.

Campus Researcher / University of Maryland / College Park, MD **January 2023 – May 2024**

- Redesigned the onboarding experience through user research - internal interviews, and card sorting, identifying key pain points. Implemented improved user flow and information architecture, resulting in a 60% decrease in HR Queries.
- Analyzed campus enrollment, demographic, and inventory data to find trends to create infographics and presentations, contributing to the storytelling pitch that secured state funding and assessed new campus programs' feasibility.

Architectural and Graphic Designer / The Blank Slate Design Studio / India **March 2020 – June 2021**

- Led project strategy and design for a special-needs school - user research, collaborative design (co-design) workshops, accessible design framework, and project management in a multidisciplinary team.
- Secured \$18,000 in fundraising for construction by creating strategic visual communication artifacts.

EDUCATION

The University of Maryland, College Park **May 2024**
Master of Science in Human-Computer Interaction (GPA 4.0) *College Park, MD*

Courses: Interaction Design, Fundamentals of HCI, Information Architecture, User Research Methods, Personal Health Informatics, Intro to Programming, Inclusive Design, Introduction to Data Analytics, UX Strategy, UX Business Basics

Bachelor of Architecture / University of Mumbai / Mumbai, India **March 2019**

PROJECTS

Holistic Health Management tool for the customers of AntiFragility Health, CA **February 2023**

Collaborated with 4 designers to ideate and design a comprehensive health and wellness mobile app for AFH customers, offering personalized support, community interaction, goal tracking, and access to curated resources. [View Project](#)