Akanksha Nair
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Data-driven UX Designer with expertise in bridging technology, business, and design to create intuitive, high-impact digital products. Experienced in interaction design, rapid prototyping, and usability testing leveraging UX, design thinking, and data visualisation to build accessible and innovative solutions. Adept at collaborating in cross-functional teams and ensuring compliance with WCAG while maintaining usability. Passionate about simplifying complex workflows and creating seamless, user-centric experiences.

EDUCATION

University College Dublin   **Sep 2023- Dec 2024**
Master of Science Human-Computer Interaction; GPA: 3.78 (First Class Honours 1:1)   Dublin, Ireland
Modules – User experience design, AI & Ethics, Quantitative Data Analytics, Research Methods, Creative and Interactive Media, Topics in Digital Media, Topics in HCI

Narsee Monjee Institute of Management Studies   **July 2018- May 2023**
Bachelor of Technology (Information Technology) & MBA (Marketing, Business Analytics)   Mumbai, India
Modules – Project Management, Marketing Analytics, Buyer Behaviour, Design Thinking, Business Analytics, Web Development, Mobile Game Development, HCI

SKILLS

Tools: Figma, Adobe XD, Sketch, Miro, Maze, Framer, Illustrator, Procreate, R, Webflow, HTML, CSS, React (learning)

Technical Skills: User Research, Competitor Analysis, Data Analysis, User Journey Mapping, User Personas, Storyboarding, Card Sorting, Data Visualisation, Quantitative & Qualitative User Research, Information Architecture, Wireframing, Rapid Prototyping, Usability Testing, Interaction Design, Visual Design, Design Systems, Accessibility (WCAG), Design Thinking, Dashboard Design, Voice Interfaces (VUI), Gamification, Adaptive Learning, Heuristic Evaluation, Iterative Design, Insight Generation

AI Skills: ChatGPT, Otter.ai, Copilot, Dall-E, Notion AI, ElevenLabs

EXPERIENCE

Rare Diseases Ireland   **May 2024- Aug 2024**
Student UX Designer   Dublin, Ireland
● Led a UX team of 4 in designing a user-centric, accessible survey platform to capture the daily experiences of rare disease patients.
● Reduced 200+ survey questions down to 24 well-structured questions, improving usability, completion rates, and user engagement.
● Analysed user research transcripts using Otter.ai, applying insights to redesign prototypes aligned with WCAG and National Disability Authority (NDA) guidelines.

Schbang Digital Solutions Pvt. Ltd.   **May 2022- Sept 2022**
Influencer Marketing Intern   Mumbai, India
● Conducted influencer research, aligning profiles with campaign goals, analysed audience demographics and engagement and reached out to influencers to coordinate campaign details.
● Analysed KPIs and post-campaign insights to calculate success, and designed the presentation deck for clients
● Designed an influencer database, categorising by audience profiles, brand fit, and engagement KPIs to optimise content targeting and campaign efficiency.

Pheme Software Pvt. Ltd.   **Aug 2021- Mar 2022**
UX Designer & Frontend Developer   Remote, India
● Created and maintained a design system to ensure consistency and scalability across the platform, focusing on developing reusable UI components and design patterns.
● Collaborated with development teams to implement the system into the platform, reducing inconsistencies and ensuring a cohesive experience across products.
● Conducted usability testing and user research, gathering insights from over 280 participants to improve the product's usability and engagement.
● Delivered responsive web designs and prototypes that enhanced the user experience, focusing on accessibility and intuitive interfaces.

Aquastride Technologies Pvt. Ltd.   **May 2021- June 2021**
UI/UX Intern   Remote, India
● Designed and refined an intuitive UI for a smart controller mobile app, creating data-driven dashboards to display real-time metrics such as water flow, enhancing user interaction and decision-making.

PROJECTS

User-Centric Survey Interface for Rare Disease Patients   **May 2024- Aug 2024**
Thesis Project with Rare Diseases Ireland
Role: Team Lead, UX Designer
Led UX strategy for an accessible survey platform using Design Thinking. Conducted user research, problem definition, ideation, prototyping, and usability testing to enhance accessibility, engagement, and WCAG compliance.

Lingobuddy – AI-based language learning application   **Jan 2024- Apr 2024**

HCI Module Design Project
Role: UX Designer, Illustrator
Designed an AI-driven user interface for a language learning app, utilising gamification and adaptive learning techniques to increase engagement and personalise learning paths.

[Transaction Manager (Redesign)](#)   **Feb 2024- Apr 2024**
Personal Project
Role: UX Designer

Applied MoSCoW prioritisation to redesign a transaction management system, focusing on key features that enhanced usability and streamlined workflows for local business owners.

[E-learning Website](#)   **Aug 2021- Mar 2022**
Final Engineering Project
Role: UX Designer, Front-end Developer
Designed an engaging, distraction-free e-learning platform during the COVID-19 lockdown to improve online learning experiences for students. Conducted user interviews, surveys, and polls to identify pain points, then collaborated with backend developers to create an intuitive, user-centric interface.

VOLUNTEER/CO-CURRICULAR ACTIVITIES

- **Graphic Design (Unpaid)** – Designed Christmas posters for Zoetis Ireland, Dec 2024
- **24 Hour Design Challenge 2024** – Runner-up in a design hackathon by IADT(Hult Prize Competition), Nov 2024
- **U21 Sustainable Micro-Internship** – Designed a solution for promoting green energy usage for EV charging, Feb 2024
- **UX Design Volunteer** – Volunteered at Go and to Do Inc., July – Sep 2021

EXTRA-CURRICULAR ACTIVITIES

Content Creator - I create art, food, and travel content on Instagram & TikTok, showcasing my passion for photography and video editing