

Ankitha Vasudev

Product Designer with a strong foundation in interaction design, visual design and design strategy. I have 2+ years of end-to-end design experience in agile teams with focuses in B2C and SaaS applications.

Experience

CMU Human-Computer Interaction Institute | Product Designer

August 2022 - January 2024, Pittsburgh, PA

- Led ideation workshops and **7 user testing sessions**, and proposed design solutions for a mobile app that teaches negotiation skills, resulting in a streamlined UX and increased user engagement.
- Redesigned and maintained a **design system with 20+ components** to ensure consistency and scalability of the app.

Unite Here | UX Designer

January 2023- August 2023, Pittsburgh, PA

- Led product design to deliver an MVP and service blueprint in 6 months that **reduced time on task by 60%**.
- Collaborated with 4 designers to create and test prototypes for a **0-1 SaaS platform** that streamlines administrative processes.
- Conducted quantitative and qualitative research with **35+ users** to identify needs, validate concepts and uncover design opportunities.

Northwestern Mutual | UX Design Intern

June 2022- August 2022, New York, New York

- Co-designed an extension to the client website aimed at increasing juvenile insurance policy retention rates. Spearheaded all stages including creating user flows and information architecture, prototyping the MVP, and incorporating usability testing revisions.
- Employed agile scrum methodology to prototype new functionality for financial planning software, thereby enhancing user navigation.

PLUS - Personalized Learning Squared | UI / UX Designer

January 2022- May 2022, Remote

- Redesigned **15 pages** of the PLUS website by creating wireframes, mockups and high-fidelity prototypes to enhance UX and ensure mobile responsiveness within a 1-month time frame.
- Collaborated cross-functionally with product management and engineering teams to identify and resolve **10+ usability issues**.

Project

Zeno | Product Designer

August 2023 - December 2023, Remote

- Led the end-to-end design of the homepage experience of an interactive AI / ML evaluation platform, resulting in a **200% increase** in daily active users and improved user navigation.

ankithavasudev.com

ankithavasudev@gmail.com

linkedin.com/in/ankitha-vasudev

412-636-6101

Education

Carnegie Mellon University

Master of Human-Computer Interaction
December 2023, Pittsburgh, PA

Bachelor of Architecture with an Additional
Major in Human-Computer Interaction
Pittsburgh, PA

Skills

Design

Interaction Design, User Experience Design, User Interface Design, Visual Design, Prototyping, Wireframing, Responsive Design, Design Systems, Fabrication, 2D/3D Modeling, Rendering, Branding & Identity

Research

User Research Methods, Usability Testing, A/B Testing, Competitive Analysis, Heuristic Evaluation. Storyboarding, Affinity Mapping, User Journeys

Tools

Figma, Adobe Creative Cloud (Adobe XD, Photoshop, Illustrator, InDesign), Sketch, ProtoPie, AutoCAD, Rhino 3D, Jira, Miro, Mural, Notion, Microsoft Office Suite

Programming

Python, Javascript, HTML, CSS

Recognitions

Andrew Carnegie Society Scholar

May 2023

University and College Honors, Carnegie Mellon University

May 2023