



# Ankita Srivastava

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## Profile

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UX/UI Designer with 1+ year of hands-on experience delivering real client projects across diverse domains. Known for fast execution, clear design thinking, and translating complex requirements into intuitive, scalable interfaces. Strong focus on future-ready design systems, AI-compatible workflows, and collaboration with stakeholders to deliver impact-driven solutions.

## Education

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**Air Force School, Barrackpore, CBSE**  
2018

**2 Bengal Air Squadron,**  
*National Cadet Corps*  
2020 – 2023

**Calcutta University, Bachelor of Commerce (B.Com) in Accounting Honours**  
2018 – 2021

**Coursera, Google UX Design Professional Certification**  
2025 | Kolkata

## Professional Experience

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### **Freelance Project, Growth Utsav (Startup by WeAllI)**

July – 2025 | Remote

Owned the end-to-end UX and UI design of the Growth Utsav event onboarding website, delivering a complete, launch-ready experience within a **one-week timeline**. Defined information architecture, user flows, and high-fidelity interfaces based on competitor analysis and business goals. Enabled smooth event onboarding by creating a clear, scalable structure that supported large-scale user entry and internal operational needs.

### **Contract Project, Navanu Wealth**

September – 2025 | Kolkata

Led the redesign of the existing website into a **modern, user-friendly experience** by reworking information architecture, user flows, and visual hierarchy. **Simplified complex service information** into clear, scannable layouts to improve usability and trust. Introduced a cleaner, more contemporary UI system aligned with brand goals, while managing client feedback and **cross-team collaboration** to deliver development-ready designs.

### **Contract Project, Orchid's Boutique**

October – 2025 | Kolkata

Designed a culturally rooted e-commerce experience that preserved **brand authenticity** while improving usability and content clarity. Structured product discovery and social-to-website user journeys to support the brand's primary sales channel. Achieved **first-round approval** by aligning visual identity, layout, and interaction design with business and user expectations.

## Languages

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**English** — Native/Bilingual

**Hindi** — Native/Bilingual

**Bengali** — Proficient

## Technical Skills

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### Figma

Advanced in UI design, auto-layout, components, design systems, and interactive prototyping.

### Framer

Create realistic, motion-based prototypes to validate interactions early.

### Miro

Map user journeys, brainstorm solutions, and structure problem spaces.

### FigJam

Fast ideation, IA mapping, task flows, and team collaboration.

### Perplexity AI

Quick competitive research and insight validation for informed UX decisions.

### ChatGPT

Accelerate UX writing, research synthesis, and design iteration.

### Additional Tools

Canva, Notion (documentation & presentations), **Balsamiq** (low-fidelity wireframing), **Maze** (usability testing & insights), **Spline** (3D visuals & interactions) & more

## Skills

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### Communication & Stakeholder Management ● ● ● ● ●

Led client discussions and cross-functional collaboration for the **Navanu Wealth** website, translating business goals into clear UX requirements.

### Time Management & Delivery ● ● ● ● ●

Delivered the **Growth Utsav** event onboarding website within *1 week*, meeting tight deadlines without compromising usability or visual quality.

### User-Centered Design ● ● ● ● ●

Applied cultural and user context in the **Orchids Boutique** project by preserving Bengali authenticity while integrating social-commerce workflows.

### Prototyping ● ● ● ● ●

Highly proficient in creating interactive, high-fidelity prototypes to validate flows early, reduce rework, and align stakeholders before development.

### Visual & UI Design ● ● ● ● ●

Designed clean, accessible, and brand-consistent interfaces using strong typography, spacing, and color systems.

### Wireframing & Information Architecture ● ● ● ● ●

Created clear wireframes and structured information hierarchies to improve usability and navigation clarity.

### Problem Solving

Approach design challenges analytically by balancing user needs, business goals, and technical feasibility.