

Ankita Nalawade

3+ years UX Designer | UX Researcher | Product Designer

• United Kingdom • +44 7818932403 • ankitanalawade3589@gmail.com • [LinkedIn](#) • [Portfolio Link](#)

WORK EXPERIENCE

UX Designer - Extentia Information Technology, Pune

May 2022 - August 2024

- Led end-to-end experience design for 4+ enterprise-scale internal platforms used by large, diverse workforces including a unified agent portal for 300+ insurance service agents by designing communication, case management, and collaboration workflows from discovery through to production
- Applied qualitative and quantitative research methods like user interviews, affinity mapping, usability testing, and data analysis, to generate actionable insights that directly informed design decisions and delivered measurable outcomes: 27% faster task completion, 35% reduction in process turnaround, and ~15% adoption growth
- Designed user flows, wireframes, interactive prototypes, and high-fidelity mock-ups across web and mobile platforms, ensuring interaction consistency and usability across diverse user groups including frontline agents, managers, and administrators
- Championed inclusive design and WCAG accessibility principles throughout the design lifecycle, advocating for a diverse range of users and collaborating with QA and engineering to embed accessibility into delivery
- Designed within blended vendor and in-house product ecosystems (Salesforce Lightning / SLDS, SAP UI5), contributing to shared design systems and component libraries to ensure consistency, scalability, and reduced design-to-development friction
- Collaborated across cross-functional agile teams of product managers, engineers, business analysts, and QA, communicating design rationale, facilitating design reviews, and advocating for user-centred principles throughout the product lifecycle

UX Design Intern - Ogee Studio, Pune

September 2021 - April 2022

- Conducted qualitative research and moderated usability tests for a consumer-facing platform; synthesised findings into design improvements that increased engagement by 20%, developing core evaluative research and iterative design skills

Product Designer - Studio Kook, Pune

January 2021 - April 2021

- Led user research and prototyping cycles to shape product concepts from early discovery, balancing user desirability and business feasibility to achieve ~30% usability improvement

EDUCATION

Loughborough University, London

MSc Design Innovation Management (Distinction)

September 2024 - September 2025

Vishwakarma University, Pune

Bachelor's in Design (Product Design)

August 2017 - August 2021

SKILLS

Experience & Interaction Design: End-to-end UX, Interaction design, User flows & journey mapping, Storyboarding, Wireframing, High-fidelity prototyping, multi-platform design (web, mobile)

Research & Insight: User interviews, Moderated usability testing, Qualitative & quantitative synthesis, Data-driven design decisions, Evaluative research

Inclusive Design: Accessibility (WCAG), Inclusive design principles, Assistive technology awareness, Diverse user base advocacy

Design Systems: Salesforce Lightning (SLDS), SAP UI5, Component library development, Vendor + in-house product ecosystems

Tools: Figma & FigJam, Adobe XD, Sketch, Miro, Jira

Collaboration: Cross-functional agile teams (PM, Engineering, Research, QA), Stakeholder communication, Design rationale facilitation