ANSHIKA SRIVASTAVA

Product Designer| https://www.linkedin.com/in/anshikasriva/| College Park, Maryland | +1 (240) 927 9083 | anshika.1996@gmail.com

I'm a Product Designer with an Architecture background, merging analytical design with deep research. As a self-driven individual, my curiosity and empathy shape clear, actionable ideas, aligning user needs with business goals.

WORK EXPERIENCE (Total 3 Years)

- **Product Design Intern** / Gainwell Technologies Pvt. Ltd. / May '23 - August '23
- Optimized the Digital UX Team's efficiency by crafting responsive components and providing comprehensive documentation for the Gainwell Product Design System. Further enhanced product reliability through user testing.
- Seamlessly integrated the Gainwell Design System to architect a marketing page for "Gainwell Go"

- **Graduate Assistant - Facilities Management** / University of Maryland, College Park / Jan '23 - Present
  - Optimized onboarding by spearheading internal interviews, pinpointing pain points, and restructuring FM resources.
  - Analyzed University's central datasets to assist in creating UMD Facilities Master Plan for the State of Maryland.

- **Architectural Design Consultant** / Practice Design Pvt. Ltd., Mumbai / 2021-2022
  - Set a benchmark for special-needs design in India as a Research Head for India Autism Center, Kolkata. Led design research for a first-of-it's-kind 64-acre township dedicated to individuals with Autism Spectrum Disorder.
  - Partnered with the neuroscience division of the University of Reading to develop an accessible space planning and wayfinding solution for individuals with Autism, through user-centered design principles.
  - Created a unified, collaborative experience within a cross-functional team by optimizing project assets

- **Project Architect** / The Blank Slate Design Studio, Mumbai / 2020-2021
  - As a project manager and designer, led design workshops, user research, and inclusive and accessible design development, for the 'Sanjay Centre for Special Education (SCSEG), Goa'.
  - Successfully raised $18,000 from crowdfunding and stakeholders to cover construction costs for SCSEG by developing a fundraising strategy and multimedia content.
  - Raised the firm's Media presence through active outreach; Published articles in India's top design magazines.
  - Hosted 'Kala Se Rubaru', a weekly Instagram webinar, which involved interviewing rising Indian artists, to raise awareness about the indigenous crafts of India.

EDUCATION

- **MS. in Human-Computer Interaction** | University of Maryland, College Park | August 2022 - May 2024
  - **Courses**: Fall: Interaction Design, Fundamentals of HCI, Information Architecture; Spring: User Research Methods, Personal Health Informatics, Programming
  - **Additional Certifications:** Certificate in HTML, CSS (Codecademy), CITI Social and Behavioural Research - Basic

- **Bachelor of Architecture** / L.S. Raheja School of Architecture, University of Mumbai, India / 2019

SKILLS

Design: Visual Design, Prototyping & Wireframing, Design Systems & Branding, Typography, User Flows, Information Architecture, UX Audit and Heuristic Evaluation
Research: UX Research, Usability & Accessibility Testing, Descriptive Data Analytics with Python
Technical: Figma, Adobe Creative Suite / HTML, CSS, JavaScript / UserZoom, Qualtrics

PROJECTS

- **Product Design System**/ Gainwell Technologies / Internship
  - Created inclusive responsive components and variants for an exhaustive set of use cases.
  - Spearheaded documentation for existing and new elements to aid ease of use by Digital UX Team.

- **Monumental - Speculative Design** / UMD / Course: Interaction Design / Grade A+
  - Designed the "Monumental" app using speculative design to illustrate a futuristic scenario for finance mobile apps.
  - Our team of four integrated our app prototypes into a short film showing a persona's phone usage, demonstrating how our designs could be realistically used.