Anshika Srivastava

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WORK EXPERIENCE

Gainwell Technologies   **May 2023 – August 2023**
Product Design Intern   *Irving, TX*
- Designed a comprehensive design system for Android, iOS and Web with a diverse set of over 20 responsive components for diverse use cases, streamlining the design process for the design team. Harnessed Figma Library Analytics to gauge the 40% increase in the adoption rate of components. (Password: internshipgw)
- Collaborated with developers and the product manager to optimize the development time of Gainwell's products by authoring clear documentation outlining the design system's components, usage guidelines, and states.
- Leveraged design system principles to create customer-centric marketing landing pages for Gainwell's products.

University of Maryland, College Park   **January 2023 – May 2024**
Campus Researcher (Graduate Assistant)   *College Park, MD*
- Streamlined the onboarding experience through user research - internal interviews, and card sorting, identifying key pain points. Implemented improved user flow and information architecture, resulting in a 60% decrease in HR Queries.
- Leveraged data analysis and visualization to create infographics, presentations to aid strategic campus development

Practice Design Pvt. Ltd   **June 2021 – June 2022**
Architectural Design Consultant   *Mumbai*
- Set a national benchmark for special-needs and mental health design as Research Head for India Autism Center. Led design research for a 64-acre township for individuals with Autism Spectrum Disorder within a multi-disciplinary team.
- Partnered with the Neuroscience Division of the University of Reading (UK) to develop an accessible space planning solution using user-centered design principles. Integrated design with technology for cohesive design solutions.

The Blank Slate Design Studio   **March 2020 – June 2021**
Project Architect   *Mumbai*
- Led collaborative design thinking workshops, user research, and accessible design innovation for the 'Sanjay Centre for Special Education (SCSEG), Goa,' as a project strategist and designer. Secured $18,000 in funding for SCSEG construction through strategic fundraising and visual communication with CSR partners.
- Raised awareness for indigenous Indian craft by reaching over 2,000 viewers through "Kala Se Rubaru," a weekly Instagram webinar series focused on rising Indian artists and craftsmen.

EDUCATION

The University of Maryland, College Park   **May 2024**
Master of Science in Human-Computer Interaction   *College Park, MD*
- **Courses:** Interaction Design, Fundamentals of HCI, Information Architecture, User Research Methods, Personal Health Informatics, Programming, Inclusive Design, Introduction to Data Analytics, UX Strategy, UX Business Basics

University of Mumbai   **March 2019**
Bachelor of Architecture   *Mumbai*

SKILLS

- **Design Tools:** Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Code (HTML, CSS, JavaScript) Qualtrics, Google Survey, Miro, Accessibility Audit Tools (ANDI, WAVE), AI Design Tools, Lucid Chart
- **Design:** User Experience Design, User Interface Design, Prototypes, Wireframes, User Flows, Design Systems, Typography, Creative problem-solving, Graphic Design, Hi-Fidelity Mockups, Information Architecture
- **Research:** UX Research, Usability Testing, Descriptive Data Analytics with Python, Interviews, Surveys, Contextual Research, Mixed-methods research, Content Writing, Focus Groups

PROJECTS

Descriptive Data Analysis of Kickstarter   **November 2023**
- Tapped into Python with libraries (Seaborn, Matplotlib, and Pandas) to analyze Kickstarter's vast dataset of 300,000 projects, extracting insights to optimize campaign success and inform marketing strategies. View Project

Community and Mentorship Platform for Hometown Heroes Radio   **October 2023 - May 2024 (1yr)**
- Used agile methodologies to create a mentorship and musician-matching platform and web app for Hometown Heroes Radio, DE, benefiting 3000+ musicians. Conducted user research through interviews, and surveys with 30+ users, informing the UX using journey mapping, crafting mockups, and visual design with established design patterns.