

# Anshika Srivastava

Product Designer • designs.anshika@gmail.com • (240) 927-9083 • Washington, DC • [anshika.xyz](https://anshika.xyz)

## 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 critical 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.
- 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 effective client-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 to contribute to the UMD Facilities Master Plan, aiding 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. Incorporated emerging technologies to shape a cohesive design.

### 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

### University of Mumbai

March 2019

Bachelor of Architecture

Mumbai

## SKILLS

---

- Design Tools:** Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), HTML, CSS, JavaScript, Qualtrics, Google Survey, Miro, Principle
- Design:** User Experience Design, UI Design, Prototypes & Wireframes, Storyboards, User Flows, Design Systems, Typography, Product Strategy, User Stories, Graphic Design, Mockups, User Flows, Information Architecture
- Research:** UX Research, Usability & Accessibility Testing, Descriptive Data Analytics with Python
- Certifications:** Google UX Design Certificate, CITI Social and Behavioural Research Beginner

## 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 facilitate collaboration and create a mentorship and musician-matching platform for Hometown Heroes Radio, DE, benefiting 3000+ musicians. Conducted user research through interviews, and surveys with 30+ users, informing the user experience using journey mapping, crafting mockups, and visual design.