ASHRITHA AKULA

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EDUCATION

MAHINDRA UNIVERSITY   *July 2019 - July 2023*
Bachelor of Technology in Electrical and Electronics Engineering (CGPA- 8.23)
UNIVERSITY OF TEXAS, AUSTIN   *April 2024- Present*
Post Graduate in UX Design

PROFESSIONAL EXPERIENCE

Elevate   Delhi NCR, India
Product Designer   *December 2023 - Present*
- Led the redesign of Elevate's B2B products, Enterprise and Recruit – core platforms pivotal for Ivy League universities and top-tier companies like **J.P. Morgan, Morgan Stanley, and Goldman Sachs** orchestrating hiring cycles for PE, VC, Investment Banking, FinTech, and Hedge Fund professionals. Achieved a significant increase in user engagement, resulting in a **30%** rise in user retention.
- Managed the B2C networking product, **SPOT** from ideation to delivery, directing cross-functional teams and optimizing project operations with tools like Jira.
- Implemented a robust user feedback system to fuel ongoing research, enhancing product iteratively with user-centric design strategies.

Boss Utility Solutions (Boss USA)   Atlanta, Georgia / Remote
Product Design Intern   *February 2023 - June 2023*
- Redesigned the company website through a strategic end-to-end process, resulting in about a **27%** increase in project leads through the website and a **42%** reduction in bounce rate.
- Directed a comprehensive design journey, encompassing thorough Research, Wireframes, Low & High Fidelities, a distinctive Brand Identity/UI, and rapid prototypes.
- Investigated, diagnosed and swiftly resolved tens of fixes/errors post modernization and launch,actively contributing to a significant decrease in customer support requests and a smoother user journey. ([Case Study](#))

Leucine   Bangalore, India
Product Design & Development Intern   *January 2022 - April 2022*
- Elevated user experience by optimizing key elements and user journeys within their no-code pharma platform for **3k** plus clients, resulting in user satisfaction and a decrease in user errors.
- Developed responsive mobile interfaces, seamlessly aligning them with established web and desktop interaction patterns, leading to improvement in mobile user engagement and an increase in cross-device usability.

PROJECTS

Smart Farming Infrastructure: Managed the application design team to visualize implemented prototype device. Automated traditional farming processes and analyzed farm data for insights, reducing wastage by **70%**. ([Case Study](#))
BGM4Life: Achieved **7x** higher data collection efficiency by redesigning a wearable hardware for bio-signal data collection using sensors. Researched bio-signals' correlation with mood and emotions.
The Earth Project: Led a **6**-member team in employing design thinking to develop a user-centric interface and prototype promoting sustainable living. ([Case Study](#))

SKILLS

Tools and Softwares: Figma,Adobe XD,Adobe Creative Suite,Protopie,Indesign,Balsamiq,Sketch
Technical Skills: : Product Design,UI/UX Research & Design,Wireframing and Prototyping,Usability Testing,Visual Design,Responsive Web Design,Information Architecture,Design Thinking,HTML/CSS basics,SEO
Non Technical Skills: Creativity,Collaboration,Communication,Project Management and other soft skills

ACHIEVEMENTS,POSITIONS & EXTRA-CURRICULAR ACTIVITIES

- Second Runner Up in the **National Design Challenge** by NASSCOM and Adobe ([Certificate](#))
- Design Head for Mahindra Universities annual culture and sports fest **AETHER & AIRO 2023**. Led a team of **15** for visual and merchandise design. **Head of Design** for EEE Magazine, Literary club & Entrepreneurship Cell
- Awarded **Scholarship** on the basis of Academic Excellence from Mahindra University of **One Lakh Rupees** for **3** consecutive years