Anshika Agarwal

User Experience Designer and Researcher

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WORK EXPERIENCE

N-able / Senior Tech Intern, UX

May 2022 – Nov 2022 @ Ottawa, ON

- Conducted in-depth **qualitative and quantitative research studies**, including interviews, usability testing, and surveys, to gather insights about user behaviors and preferences, resulting in a **15% increase in user satisfaction**.

- Established streamlined research operations by optimizing participant recruitment processes and implementing efficient research tools and documentation systems, leading to **a 20% reduction in research timeline**.

- Achieved a **35.57% increase in Page Views and a 101.69% increase** in Average Session Duration for the search result page after the **phase 1 launch.**

- Streamlined the workflows and designed the interactive prototypes on **Adobe XD for several components of the Ticket Editor project**, such as the chat interface, Asset Management, and **dark mode** for the dashboard.

- Achieved a **43% increase in trialist conversion rate** through redesigned Digital Onboarding at a remote monitoring and management platform.

- Developed personas, and journey maps, created user flows, surveys, and optimized the current user onboarding flow using Miro Boards for collaboration- qualitative and quantitative research methods, surveys, field studies, and analytics.

- Coordinated closely with Senior UX Designers, User Researchers, UX Lead, and Product Owners to ensure fulfillment of business requirements and adherence to all specifications in the final product in Agile Product Development environment.

HSBC Bank / UX Analyst Developer & Designer

July 2019 – July 2021 @ Pune, India

- Conducted in-depth field research to analyze UI design flows and screen revisions for the core banking application and customer support system, resulting in actionable insights to **improve user experience for 700+ users.**

- Conducted in-depth user interviews, user testing, observation sessions and benchmark analysis.

- Revamped a critical module for core banking, encompassing front-end (HTML, CSS, JS) and backend APIs (Spring framework and MySQL), leading to a significant decrease in page load time **by 20%, enhanced user experience, reduced strain on browsers and servers.**

- Pioneered the implementation of a **standardized Figma file structure** and project overview documentation template, serving as a guiding framework for over **100+ Wealth Management designers**, ensuring streamlined collaboration and efficient workflows across the organization.

- Collaborated with **project managers and product owners to identify user scenarios, road mapping and optimize user flows with UX strategies**.

PROJECT:

Users and Applications of Ethics in UX design

Aug 2021 – Dec 2021 @ University of Ottawa

- Aimed at providing a deep understanding of the Users and Dimensions that shape ethics in UX design and aspects that surround Ethics in UX such as Dark Patterns, the elements on the interface that invoke trust, and distrust in users.

EDUCATION

University of Ottawa

Masters in Digital Transformation and Innovation, (conc. In UX)

2021 - 2023 @ Ottawa, ON

Pune University

Bachelor of Engineering in Information Technology
2016-2019 @ Pune, India

CERTIFICATIONS

- Full Stack Web Developer certified by HSBC (2019)
- Designing for neural networks and AI interfaces (May 2023)
- How to design for Augmented and Virtual Reality (April 2023)
- The Brain and Technology – Brain Science in Interface Design (June 2023)
- Interaction Design Foundation [Credential: 149374]
- Figma Essential Training from LinkedIn (Dec 2022)
- Interaction Design: Interface from LinkedIn (April 2022)
- InVision for UX Design from LinkedIn (Feb 2022)
- Master In-Demand Professional Soft Skills (Feb 2022)

SKILLS

Design & Research

Interaction Design • User Research • Usability Testing • Rapid Prototyping • Wireframing • Service Design • UX Strategy • Design System • Design Thinking • Ethnography • Qualitative and Quantitative Analysis• User Journeys

Tools

Design • Figma, Sketch, InVision, Adobe Suite
Technical • Miro, JIRA, GitHub
Code • HTML, CSS, JavaScript, ReactJS, Java, Spring, C++
Cloud – AWS, Azure