

Alka Mahapatra, UX Researcher and Product Designer

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Product Designer with 5+ years of experience designing and shipping consumer-facing, data-driven digital products at scale. Strong background in interaction design, usability research and prototyping for high-engagement platforms. Experienced in translating complex systems into intuitive user experiences through research-backed decisions and close collaboration with product and engineering teams.

Skills

- **Product Design & UX:** Interaction Design, User Flows, Information Architecture, Visual Design, Design Systems, Component Libraries, Prototyping, Responsive UI, Accessibility (WCAG), UX Writing Foundations
- **Research & Experimentation:** Usability Testing, User Interviews, Split Testing, A/B Testing, Heuristic Evaluation, Journey Mapping, Behavioral Insights, Feedback Synthesis
- **Data & Decision Making:** Product Analytics Review, Funnel Analysis, Experiment Design, Research-Driven Product Decisions
- **Tools:** Figma, Sketch, Adobe XD, Illustrator, Photoshop, InDesign, After Effects
- **Collaboration & Delivery:** UI/UX Specifications, Cross-Functional Collaboration, Stakeholder Communication, Agile Workflows
- **Technical Foundations:** HTML, CSS, Java (basic), Python (basic)
- **Emerging Tech:** AI-assisted ideation, rapid prototyping, interest in AI/ML-driven product experiences

Relevant Work Experience

UX Researcher & Designer, Haptiq - New York

June 2025 - Present

- Designed and prototyped user experiences for consumer and enterprise-facing platforms, including executive dashboards, interactive workflows, and real-time data interfaces.
- Conducted mixed-methods research across D2C and B2C products (Mrs. Fields, ScooterBug, PennyCollector, Lockers), combining user interviews, usability testing, heuristic analysis, and analytics review to inform product direction.
- Translated ambiguous problem spaces into clear user journeys, interaction flows, and prioritized feature sets, improving task clarity and user confidence across complex systems.
- Built scalable component libraries and interaction patterns in Figma, accelerating iteration speed and ensuring consistency between design and engineering.
- Partnered closely with product managers and engineers to gather feedback, iterate rapidly, and ship research-backed solutions in fast-paced environments.

UX Designer (Accessibility), Michigan Publishing - Michigan

Feb 2025 - May 2025

- Conducted in-depth usability and accessibility audits across public-facing digital products, improving navigation clarity, keyboard interactions, and semantic structure.
- Delivered actionable UX recommendations that enhanced inclusivity and reduced friction for diverse user groups, including assistive technology users.

UX Manager and UX/UI Designer (Marketing), Transformative Ventures - India

Oct 2022 - May 2024

- Led end-to-end product design for consumer-facing web and mobile platforms supporting discovery, recommendations, and conversion flows.
- Designed and shipped product features that increased engagement by 22% and reduced bounce rates by 18% through improved interaction design and content hierarchy.
- Created and tested high-fidelity prototypes and experiments across discovery, personalization, and checkout flows, using research and performance signals to guide iteration.
- Developed and maintained a component-based design system adopted across three product lines, improving scalability and design consistency.
- Collaborated closely with engineering, marketing, and product teams; wrote detailed design specifications to support efficient implementation.
- Mentored three junior designers and led critique sessions focused on usability, clarity, and measurable impact.

Associate Graphic Designer, Trendgully - India

Mar 2022 - May 2022

- Designed digital-first visual assets supporting fast-paced marketing and commerce initiatives for Gen Z audiences.

Senior Executive Graphic Designer, Blackberrys - India

May 2021 - Feb 2022

- Delivered high quality visual design for digital retail campaigns and B2B channels; strengthened product storytelling through visual consistency.
- Led sustainable packaging redesign that reduced annual printing spend by 62% (\$120k equivalent).

Education

Master of Science in Information (UX Research & Design), University of Michigan

2024 - Present

Focus: User-centered design, interaction design, Mixed-Methods UX research, Usability Testing, Information Architecture, Web Accessibility, Gen AI, Responsive Web Development, GPA: 4.0 / 4.0

Bachelor of Design, National Institute of Fashion Technology, New Delhi

2017 - 2021

Relevant Coursework Visual Design, Interaction Design, Typography, Storytelling | GPA: 8.0 / 10.0

Relevant Projects

[Usability Testing of Poe \(Quora's AI chatbot aggregator\) Onboarding](#)

Jan 2025 - Apr 2025

[Frontier Airlines - Ticketing Redesign](#)

Jan 2025 - Apr 2025

[Transformative Ventures - UI and Content Design](#)

Oct 2022 - May 2024