

Alka Mahapatra, Product Designer | UX Researcher | Visual Designer

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Product Designer and UX Researcher with 5+ years of experience designing consumer-facing products, enterprise SaaS platforms, mobile/web experiences, internal tools, accessibility-first workflows, and AI-assisted product experiences. Strong in end-to-end product design, user research, visual communication, design systems, high-fidelity prototyping, developer handoff, stakeholder presentation and post-launch optimization. Experienced translating ambiguous business and user needs into clear, usable, polished, and measurable digital experiences across eCommerce, healthcare/wellness, fintech-adjacent products, publishing, enterprise platforms, and mission-driven technology.

Skills

Product Design: End-to-End UX, Interaction Design, Information Architecture, User Flows, Wireframing, High-Fidelity UI, Responsive Web, Mobile App Design, Prototyping, Design QA, Developer Handoff

Research & Strategy: Mixed-Methods Research, User Interviews, Stakeholder Interviews, Usability Testing, Heuristic Evaluation, Competitive Analysis, Survey Design, Affinity Mapping, Journey Mapping, Research Synthesis, Concept Validation

Visual Craft & Communication: Component Libraries, Pattern Systems, Variants, States, Edge Cases, Visual Hierarchy, Typography, Layout, Color, Iconography, Illustration, Brand Guidelines, Presentation Skills, Verbal Communication, Storytelling

Growth & Analytics: Conversion Optimization, A/B Testing, Funnel Analysis, Landing Pages, Checkout Flows, Product Discovery, Customer Feedback, Heatmaps, Clickstream Analysis, Retention Journeys, Engagement Strategy

Accessibility & Inclusive Design: WCAG 2.1/2.2 AA, VPAT 2.5, Section 508, EN 301 549, Keyboard Navigation, Screen Reader Testing, Color Contrast, Accessible Forms, VoiceOver, NVDA, TalkBack, Axe DevTools, WAVE

Collaboration: Product Managers, Engineers, Founders, Business Analysts, Client Stakeholders, Cross-Functional Collaboration, Agile Sprints, Jira, Confluence, Startup Environments, Multi-Client Environments, Design Critique, Feedback Culture

AI & Emerging Workflows: AI-Assisted Design, Conversational UX, Human-Centered AI, Prompt Design, UX Copy Exploration, Research Summarization, Rapid Concepting, Prototype Iteration, Responsible AI, ChatGPT, Claude, Gemini, Cursor, Lovable, Base44,

Tools: Figma, FigJam, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Creative Suite, Miro, Jira, Confluence, Google Analytics, Microsoft Clarity,HTML, CSS

Relevant Work Experience

- Product Designer & UX Researcher, Haptiq - New York**

June 2025 - June 2026

 - Designed enterprise SaaS products, internal dashboards, CMS experiences, B2B guided flows, service workflows, ticketing systems, pricing tools, navigation systems, and customer-facing platforms across multi-client product environments.
 - Translated ambiguous stakeholder needs and business requirements into information architecture, user flows, wireframes, high-fidelity prototypes, implementation-ready specs, and scalable interaction patterns.
 - Contributed to design systems by improving incomplete component libraries, documenting reusable patterns, states, variants, edge cases, and interaction behaviors across product surfaces.
 - Collaborated with product managers, engineers, business analysts, UX teams, client stakeholders, and leadership through discovery, agile sprints, design QA, handoff, and iteration.
- UX Lead and Manager | UX/UI Designer, Transformative Ventures - India**

Oct 2022 – May 2024

 - Led UX and product design for consumer-facing wellness, eCommerce, service, and growth experiences serving 1.5M + users globally.
 - Designed and shipped landing pages, product discovery flows, collection pages, product pages, subscription flows, carts, checkout flows, tracking pages, emails, push notifications, and retention journeys.
 - Improved website conversion by 10.6%, reduced bounce rate by 18%, and increased engagement by 35% using customer feedback, analytics, heatmaps, clickstream behavior, creative variants, and A/B testing.
 - Mentored 3 UI designers, led design critiques, created reusable templates and UX patterns, and partnered with product, engineering, marketing, analytics, content, brand, and leadership teams.
- UX Designer (Accessibility), Michigan Publishing - Michigan**

Feb 2025 - May 2025

 - Conducted accessibility and usability evaluations for digital publishing products using WCAG 2.2 AA, VPAT 2.5, Section 508, EN 301 549, VoiceOver, NVDA, TalkBack, Axe DevTools, and WAVE.
 - Identified barriers across navigation, content, forms, keyboard access, interaction flows, and assistive technology behavior; translated findings into remediation guidance and implementation-ready recommendations.
 - Created accessibility documentation, training materials, and repeatable guidance to help product and engineering teams maintain inclusive design practices.
- UX Designer, Network for Conserving Central India**

Jun 2023 – Aug 2023

 - Redesigned a content-heavy organizational website through stakeholder interviews, content audits, information architecture analysis, wireframing, usability evaluation, and visual design.
 - Improved navigation, accessibility, digital storytelling, and content discoverability through clearer structures, responsive page templates, and stronger visual hierarchy.
- Associate UX/UI Designer, Kandle (formerly dRisk) - India**

Jul 2022 – Aug 2022

 - Partnered directly with the founder on 0-to-1 product discovery for a fintech-adjacent product through stakeholder interviews, competitive analysis, sketching, wireframing, and rapid concept validation.
 - Designed user flows, wireframes, and high-fidelity prototypes aligned with user needs, business priorities, technical feasibility, and stakeholder input.
- Associate Graphic Designer, Trendgully - India**

Mar 2022 – Apr 2022

 - Designed digital graphics, campaign visuals, merchandise concepts, product creatives, social assets, and eCommerce visuals across apparel and lifestyle categories.
 - Translated customer trends, competitor insights, and market signals into visually engaging concepts with strong attention to typography, layout, illustration, and brand consistency.
- Senior Executive - Graphic Designer, Blackberrys Menswear - India**

May 2021 – Feb 2022

 - Led visual and information design for a packaging transformation across product, sourcing, operations, manufacturing, retail, and design teams.
 - Created brand guidelines, packaging systems, typography rules, layout standards, iconography, retail collateral, catalog assets, and production-ready specifications.
 - Reduced annual production costs by 62% by consolidating multiple garment tags into one scalable packaging system.
- Research Analyst, Arvora - India**

Nov 2020 – Dec 2020

 - Conducted ethnographic and secondary research for the Cuttack Silver Filigree craft ecosystem, including artisan interviews, cultural documentation, and market-context analysis.
 - Synthesized findings into research documentation supporting heritage preservation, craft storytelling, product context, and Government of Odisha GI-related initiatives.
- Graphic Design Intern, Odisha Craft Museum - India**

Nov 2020 – Dec 2020

 - Created graphic design and social media content, supporting digital communication around Odisha's craft heritage and museum programming.
 - Applied visual storytelling, layout and attention to detail to create culturally relevant content for public-facing social media pages and handles.

Projects

- UX Researcher & Designer, Cocoon Technologies

Jan 2026 - Present

 - Led product strategy, user research, visual design and accessible mobile UX for a high-stakes communication platform supporting Deaf and Hard-of-Hearing drivers during traffic stops.
 - Designed video call and chat interface flows, screen-based communication, visual status cues, emergency contact access, and human-in-the-loop workflows focused on trust, clarity, safety, and user control.
- UX Designer, Frontier Airlines

Jan 2025 - Apr 2025

 - Redesigned a mobile booking experience through usability testing, benchmarking, interaction design, visual design, and high-fidelity prototyping.
 - Reduced task completion time by 2x, increased perceived trust by 65%, and achieved preference from 5 out of 6 users for the redesigned flow.
- UX Designer, Quora Poe - AI Chatbot Aggregator

Jan 2025 - Apr 2025

 - Planned and conducted usability testing to evaluate onboarding, navigation, discoverability, and feature comprehension within an AI-powered conversational product.
 - Synthesized findings into prioritized recommendations for information architecture, conversational UX, interface guidance, user education, and trust in AI-assisted experiences.

Education

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

2024-2026

Focus: User-Centered Design, Interaction Design, Mixed-Methods UX Research, Usability Testing, Information Architecture, Web Accessibility, Responsive Web Development | GPA: 4.0 / 4.0
- Bachelor of Design, National Institute of Fashion Technology - New Delhi

2017-2021

Focus: Visual Communication Design, Interaction Design, Typography, Storytelling, Sketching, Information Design, Visual Systems | GPA: 8.0 / 10.0

Award

- Founder, Product Designer & Team Lead | Pitch2Win 2025 First Place Winner, Thryve Health Management App

Oct 2025 – Nov 2025

 - Led product strategy, UX research, visual design, AI-assisted prototyping, business validation, and investor storytelling for a 0-to-1 health-tech concept supporting caregivers and family users.
 - Defined user journeys, product vision, feature roadmap, business model, prototype direction, brand system, and pitch narrative; won 1st Place among 17 teams.

Certifications

- Anthropic AI Fluency: Framework & Foundations

July 2026
- Anthropic Claude 101

July 2026
- Google UX Design

Dec 2022