

Alka Mahapatra, UX Researcher and Product Designer

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Product Designer & UX Researcher with 4+ years of experience designing inclusive digital platforms. Specialized in mixed-methods UXR, interaction design, and WCAG accessibility compliance. Proven track record of translating complex user data into high-converting interfaces and scalable design systems through research-backed decisions and close collaboration with product and engineering teams.

Skills

- **Research:** Mixed-Methods UXR, Stakeholder and User Interviews, Usability Testing, Heuristic Evaluation, Competitive Benchmarking, A/B Testing, Accessibility audits (WCAG 2.2, screen reader + keyboard)
- **Design:** Interaction Design, Information Architecture (IA), High Fidelity Prototyping (Figma), Component Libraries, Responsive Design, Brand Identity, Visual Communication
- **Softwares, Tools & Compliance:** Figma, Adobe Creative Suite, WCAG 2.1/2.2 Standards, VPAT Frameworks, Accessibility Auditing, HTML, CSS, Java (basic), CMS
- **Collaboration & Delivery:** Cross-Functional Collaboration, Business and User Alignment, Stakeholder Communication, Agile Workflows

Relevant Work Experience

UX Researcher & Designer, Haptiq - New York

June 2025 - Present

- Executed end-to-end mixed-methods research (interviews, usability testing) to drive product development for diverse clients like Venu+, Eppinger, Mrs.Fields and USAB.
- Designed high-fidelity, responsive, and accessible product experiences using Figma, delivering scalable interfaces for companies like ZCG, DRF, Venu+, Eppinger and USAB.
- Translated ambiguous problem spaces into clear user journeys, interaction flows, and prioritized feature sets, improving task clarity and user confidence across complex systems.
- Delivered structured research documentation, proof of concepts, high fidelity prototypes and client-facing presentation decks
- 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.
- Spearheaded WCAG-compliant audits and authored formal VPATs for the university's e-book publishing platform

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

Oct 2022 - May 2024

- Led end-to-end design of 20+ high-traffic ecommerce landing pages serving 2 million+ customers globally
- Facilitated usability testing to refine checkout, product discovery, and conversion pathways
- Created and tested high-fidelity prototypes across discovery, personalization, and checkout flows, using research and performance signals to guide iteration.
- Prototyped new features using Figma with rapid iteration cycles & sprint-based feedback loops.
- Partnered with marketing, engineering and product teams to translate user insights into measurable performance improvements
- Mentored three junior designers and led critique sessions focused on usability, clarity, and measurable impact.

Associate UX/UI Designer, dRisk (now Kandle) - India

Jul 2022 - Aug 2022

- Designed the user dashboard and created high-fidelity prototypes, while collaborating with engineers for seamless implementation.

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, Responsive Web Development, GPA: 4.0 / 4.0

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

2017 - 2021

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