

Alka Mahapatra, Product Experience Generalist (Research and Design)

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Skills

Product and UX : Lean UX, Design Thinking, Interaction Design, Information Architecture, Design Systems, Rapid Prototyping, Responsive UI, Data Visualization, Component Libraries, Accessibility (WCAG 2.2), Usability Testing, Journey Mapping, A/B Experimentation, Behavioral Psychology, High-Fidelity UI

Research & Strategy: Interviews (Stakeholder, Users), Usability Testing, A/B Testing, Journey Mapping, Heuristic Evaluation, Competitive Benchmarking, Market & Trend Study, Accessibility Evaluations

Tools: Figma, Adobe XD, Adobe Illustrator, Photoshop, HTML, CSS, Python (basic)

Soft Skills: Cross-functional alignment (PM, Eng, Data Science), Agile & sprint workflows, Executive communication, Storytelling, Strategic Thinking, Team Mentoring, Ownership Mentality, Writing documents and Presentation

Work Experience

UX Research & Design Intern, Haptiq - New York

June 2025 - Present

- Designed and prototyped UI for AI chat features and a ticketing dashboard, reducing support resolution friction and improving user understanding of system workflows.
- Conducted mixed-methods research (interviews, usability testing, heuristic analysis, analytics review) to identify opportunity areas and validate product direction.
- Translated ambiguous problem spaces into structured user journeys, personas, and priority use cases; improved feature clarity and task completion confidence for enterprise users.
- Built scalable, reusable components in Figma; strengthened design system consistency and collaboration with engineering for efficient handoff and implementation.
- Partnered with PMs and engineers to test early MVP concepts, gather feedback, and iterate rapidly.

UX Designer (Accessibility), Michigan Publishing - Michigan

Feb 2025 - May 2025

- Conducted accessibility audits using WCAG, axe DevTools, and manual testing to ensure digital compliance and inclusive product experience.
- Delivered actionable design recommendations improving usability for assistive technology users; streamlined internal accessibility reporting process.

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

Oct 2022 - May 2024

- Led end-to-end design for commerce experience across mobile and web, resulting in 22% increase in engagement and 18% decrease in bounce rate.
- Designed and shipped high-impact experiments for product discovery, checkout clarity, and content personalization; informed prioritization through insights and KPI movement.
- Created user journeys, wireframes, flows, and high-fidelity prototypes to simplify complex learning and decision flows for global audiences.
- Developed and scaled a component-based design system adopted across 3 product lines, improving design consistency and development velocity.
- Mentored 3 junior designers; established weekly critique rituals and feedback culture around experimentation, clarity, and craft.

Associate Graphic Designer, Trendgully - India

Mar 2022 - May 2022

- Delivered visual assets and digital-ready designs aligned to evolving brand direction; supported fast iteration cycles for youth-focused markets.

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

- Relevant Coursework: Human-Centered Design, UX Research Methods, Usability Testing, Product Strategy, Information Architecture, Web Accessibility, Responsive Web Development, Generative AI Tools
- GPA: 4.0 / 4.0

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

2017 - 2021

- Coursework included Visual & Digital Design, Semiotics, Storytelling through Design, Typography
- GPA: 8.0 / 10.0

Relevant Projects and Certifications

Usability Testing of Poe (Quora's AI chatbot aggregator) Onboarding

Jan 2025 – Apr 2025

Frontier Airlines - Ticketing Redesign

Jan 2025 – Apr 2025

Google UX Design Professional Certificate

Dec 2022