

**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