Aakanksha Rao Ramancherla

Product Designer | Atlanta, GA (Open to Relocate)

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SUMMARY

Product Designer with 3+ years of experience crafting intuitive and revenue-focused digital experiences across E-Commerce, B2B, B2C, & AI. Skilled in collaborating across teams, conducting deep user research, and shaping design strategies that enhance engagement and support business growth.

SKILLS

- **Research Skills:** Qualitative Research, Quantitative Research, Surveys, User Interviews, Data Analytics, Competitive Analysis, Heuristic Evaluation, Troubleshooting, A/B Testing, Usability Testing, Tree Testing, Design Sprint Facilitation, Business Model Strategy, Enterprise UX
- **Design Skills:** UX & UI Design, Design Thinking, User Persona, Customer Journey Mapping, Wireframing, Information Architecture, Site maps, User Flows, Card Sorting, Prototyping, Presentation Design, Storytelling, Visual and Graphic Design, Scalable Design Systems, WCAG, Brand Identity, Conversational UX, Ethical AI Integration
- **Tools:** Figma, Adobe Creative Suite, Google Analytics, Hotjar, Dovetail, Webflow, Wix, Framer, Miro, FlowMapp, Trello, MS Office 365, Airtable, Basecamp, Confluence, Jira, Github
- **Development Skills:** Basics of HTML, CSS, Bootstrap
- **Soft Skills:** Strategic Communication, Empathy-driven Leadership, Sense of Curiosity, Complex Problem Solving, Empathy, Adaptability, Creativity, Project Management, Agile/Scrum Methods, Stakeholder Engagement, Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Product Designer   *(Feb 2025 – Mar 2025)*
Kick Consultancy – Atlanta, GA (Contract)
- Led and delivered concept development, product vision and product strategy during a design sprint that set the foundation for a multichannel platform that fosters governance, social discourse, and community engagement.

Product Designer   *(Aug 2024 – Feb 2025)*
Kassie.ai, Sales Execution Platform – B2B, Dallas, TX (Contract)
- Designed and introduced a B2B power dialing platform, integrating pre-call AI research tools, enabling SDRs to make more informed pitches by providing key prospect insights during calls. Improved usability through a responsive MUI-based interface.
- Facilitated user research, including interviews and workflow analysis, to deeply understand SDR pain points and improve platform usability, partnering with stakeholders to guide design decisions aligned with business goals.
- Analyzed competitors to uncover strategic gaps, revealing blue ocean opportunities that enhanced platform differentiation.

UX Designer & Researcher   *(Aug 2022 – May 2024)*
Thomas Jefferson University, Philadelphia
- Designed an AI enhanced IOS app enhancing the thrifting experience in stores with an innovative E-commerce solution, achieving 90% success rate.
- Led the redesign of the Carmex Lip Balm website to integrate e-commerce functionality collaborating with other UX designers to optimize usability and drive customer satisfaction.
- Innovated an Android app with a wearable device to improve mobility in individuals with lower body impairments, while supporting teammates by sharing insights, improving workflows, and ensuring design consistency.

UX Designer
Thumbstack Technologies, Mumbai, India   *(Jul 2021 - Oct 2021)*
- Led the System Management design for an ed-tech platform, creating an ecosystem for educational content creators, NGOs, learners, and educators, using wireframes, behavioral archetypes, affinity maps, customer journey maps, and information architecture.

Web Designer
Bubblegum Studio, Hyderabad, India   *(Jul 2021 - May 2022)*
- Spearheaded the design and development of a visually captivating, responsive website for a real estate client, Traventure Homes (currently live), resulting in a 25% increase in user engagement and a 15% reduction in bounce rate.
- Collaborated closely with senior designers and content writers to curate compelling creative deliverables for clients across diverse industries, including real estate, interiors, jewelry, and F&B.

ACHIEVEMENTS

DinoScape Project – Selected for 20th Anniversary Design Philadelphia Festival   *(Oct 2024)*
Designed an immersive online experience & AR museum interaction.

EDUCATION

MS in User Experience and Interaction Design
Thomas Jefferson University, Philadelphia

B. Des in Textile Design
National Institute of Fashion Technology, Bhubaneshwar, India