



# AKANKSHA JOSHI

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## UX Designer

### Education

**MIT Institute of Design** | 2015-2019

Bachelor of Design (Product Design)

**Strate School of Design** | 2018

Interaction Design Exchange Program

**TP Bhatia College  
of Science** | 2013-2015

Junior college

### Skills

UI Design

Interaction Design

Prototyping

Storytelling

2D illustration

Graphic Design

Branding

### Achievements

SONG Power Woman at Accenture 2023  
ACE Extra Mile Award at Accenture 2023  
ACE Extra Mile Award at Accenture 2022  
iChamp award at Accenture 2022

### Let's talk!

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## 4 years of designing experiences

ACCENTURE SONG

**LEAD UX/UI DESIGNER** | Dec 2022 - Feb 2024

- Led the product and visual design team for a B2B FMCG marketplace platform, that successfully launched in 7 countries with 1M+ orders in 6 months post experience uplift
- Facilitated multiple design thinking workshops
- Won 2 studio proposals in the retail industry through building use-cases, quick prototyping and storyboarding

**SENIOR UX/UI DESIGNER** | Dec 2021 - Dec 2022

- Built a scalable white-label design language system that works across retail products
- Set visual direction for apps and websites, conducted usability tests and stakeholder interviews
- Worked on new initiatives like developing Design Ops for optimisation of processes & effective time management

**UX/UI DESIGNER** | July 2019 - Dec 2021

- Performed heuristic evaluations for various client websites and apps
- Collaborated with designers, business stakeholders and architects to conceptualise and prototype an internal business tool that helps build business cases & roadmaps

MAGIC CRATE

**PRODUCT DESIGN INTERN** | Jan 2019- May 2019

- Fully designed 2 theme boxes (with 5-6 activity based toys) for 2-3 olds which became their best selling box of 2019

### Freelance | Jan 2021- Present

Indulging in personal work has helped me upgrade my skills & develop an entrepreneurial approach to my designs. These projects come in the form of small businesses that need branding or UX/UI work done across the field of edu-tech, fin-tech, social media and B2C SaaS platforms.