

DEEKSHA KASHYAP

Product Designer (UX/UI) | 2+ Year Experience | [Portfolio](#) | [LinkedIn](#) | [IxDF Member](#)

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PROFESSIONAL SUMMARY

Product Designer with 2+ years of experience designing enterprise B2B SaaS, complex data dashboards, and e-commerce platforms at scale. Proven track record of transforming intricate problem spaces into intuitive user experiences, resulting in a 50% reduction in user task completion times and a 22% increase in task success rates. Expert in leveraging usability heuristics, robust design systems, and behavioral analytics (GA4/Clarity) to drive data-backed design iterations. Highly adept at designing for AI-driven interfaces, internal tooling, and human-AI interaction frameworks while collaborating seamlessly across cross-functional, distributed US-aligned teams.

CORE SKILLS

- **Design & Architecture:** Product Design, UX Strategy, Information Architecture, User Flows, Low/High-Fidelity Wireframing, Interaction Design, Rapid Prototyping, Visual Design, Human-AI Interaction Design.
- **Research & Analytics:** User Research, Usability Testing, Jobs-to-be-Done (JTBD), Heuristic Evaluation, Funnel Analysis, Behavioral Analytics, Conversion Rate Optimization (CRO), AI-Assisted User Research.
- **Systems & Tools:** Figma, FigJam, Adobe XD, Maze, Hotjar, Google Analytics (GA4), Microsoft Clarity, Claude/ChatGPT workflows, WCAG 2.1 AA Accessibility, Agile/Scrum, Basic HTML/CSS.

PROFESSIONAL EXPERIENCE

UI/UX Designer | Oggangs Private Limited | Aug 2024 – Present

- **Product Ownership:** Managed end-to-end UX lifecycle for 3 live enterprise products from initial problem framing and generative research through to GA release.
- **Design Systems:** Spearheaded a scalable enterprise design system and reusable component library, reducing design-to-developer handoff time by ~35%.
- **Data-Driven Redesign:** Analyzed GA4 funnel metrics and Microsoft Clarity heatmaps to identify critical user drop-off points, executing targeted UI optimizations that increased session depth by 7%.
- **Usability Optimization:** Conducted moderated and unmoderated usability tests, translating raw user insights into rapid UI iterations that boosted platform task success rates by 22%.
- **Advanced Workflows:** Integrated AI-augmented design workflows and prompt engineering to accelerate the user research synthesis phase and optimize contextual microcopy.
- **Compliance & Accessibility:** Authored GDPR-compliant UX flows (consent management and transparent data UI) for the European market while ensuring 100% adherence to WCAG 2.1 AA accessibility standards.

SELECTED PROJECTS

- **Autolexica (Auto Parts Platform) | Lead UX:** Architected a multi-parameter search system (VIN, OEM) with fallback flows for fragmented inventories. Mapped flows for 5 B2B/B2C archetypes, designed GDPR frameworks, and built high-fidelity Figma prototypes with a Senior Designer to secure stakeholder buy-in.
- **Sahelo.de (E-commerce Redesign) | Lead UX | 10 Wks | Team of 2:** Mitigated a 40% cart abandonment rate and cut user search errors by ~30% via progressive disclosure. Designed data-recovery flows and used GA4/Clarity to validate post-launch design iterations across async workflows.
- **Internal Dashboard (Usability Overhaul) | Lead UX | 8 Wks | Team of 2:** Restructured visual hierarchy and data tables via heuristic evaluation, driving routine task completion times under 40 seconds. Surfaced key actions within 2 clicks, built an invoice module, and co-created a reusable UI library.

EDUCATION & CERTIFICATIONS

Bachelor of Technology (B.Tech) in Computer Science Engineering | IIMT College of Engineering | 2019 – 2023

Human-Computer Interaction (HCI) | IxDF Membership Certificate, **Meta UI Design Certificate** | Meta / Coursera

Google UX Design Professional Certificate | Google / Coursera.