Ankita Gupta

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As a User Experience Designer with a consulting and product design background, I have experience with design and research in various domains, such as healthcare, finance, e-commerce, automotive, and technology.

UX WORK EXPERIENCE

Twilio | Senior Product Designer   2024 – Present
- Leading design initiatives of features that enable seamless data integration between tools.

Intuit (QuickBooks Payroll and Time) | Senior Product Designer   2021 – 2024
- Led various design initiatives for QuickBooks Payroll and Time users, which led to a higher uptake of features, decreased abandonment rates, and generated $4.5 million in recurring revenue for the company.
- Drove efforts in utilizing AI for increasing efficiency for our payroll users.
- Took the lead on a company-wide campaign aimed at identifying opportunities to enhance the in-product experience for QuickBooks users. This campaign resulted in the prioritization of multiple project teams' roadmaps.

Sedgwick | User Experience Designer (Contract)   2020 – 2021
- Used qualitative research to design functional prototypes to modernize legacy claims management systems being used by 1000 employees.

Deloitte Consulting | User Experience Designer   2019 – 2020
- Led design thinking workshops with top executives and business owners to identify user needs and translated them into data analytics solutions to improve brand image and increase work efficiency for over 150K employees.

MRM//McCann | Customer Experience Strategist   2018 – 2019
- Conducted user research and design workshops to curate end-to-end experience for electric vehicle owners.

Deloitte Digital | User Experience Designer   2014 – 2016
- Led interaction design projects while collaborating with a cross-functional team.

EDUCATION

University of Michigan School of Information, Ann Arbor   2016 – 2018
Master of Science in Information – Human Computer Interaction

Manipal Institute of Technology, India   2010 – 2014
Bachelor of Engineering – Instrumentation Control

SKILLS

User Research: Contextual Inquiry, Design Workshops, Usability Testing, Affinity Mapping, Service Blueprint

UX Design: User journey, Interaction Design, Wireframing, Prototyping, Storyboarding, Information Visualization

Tools: Figma, Sketch, Adobe XD, InVision, Axure, Illustrator, Photoshop