

Akanksha Dutta

Product Designer. Toronto, Canada

+1 437-246-3201 | contactakanksha.d@gmail.com | portfolioakanksha-d.com | linkedin.com/in/akanksha-d-uxd

Dynamic Product Designer with over 7 years of experience, crafting user-centric web and mobile applications across Finance, Energy, Aviation, Supply Chain, Retail, Logistics, Telecom, IT, etc. Adept at tailoring solutions for distinct user needs and market dynamics to drive business value.

Expertise in leading projects and driving product innovation through empathetic, data-informed design. Proficient in integrating user research and analytics to create impactful products, demonstrably enhancing task completion by 25% and user satisfaction by 30%. Thrives in fast-paced, agile environments, excelling in global, cross-functional team collaboration and consensus-building with strong communication skills.

Work Experience

Lead Product Designer | MindBridge. October 2024 - Present

- Led design of AI-driven enterprise financial analytics experiences, including explainable insights to support user engagement, task completion, and decision-making.
- Mapped the enterprise customer journey through service blueprinting, uncovering 7 key drop-off points tied to ~7.5% ARR churn and informing cross-functional strategy across product, marketing, and customer success.
- Drove early impact by leading cross-functional design workshops and presenting strategic insights to senior leadership, building trust and shaping product direction within my first 90 days.
- Standardized UX documentation and mentored peers on scalable design-delivery practices, resulting in a ~20–25% reduction in handoff friction and improved design consistency across multiple product teams.

Senior Product Designer | Shell. August 2024 - September 2024

- Delivered design of key features for Avelia, Shell's blockchain-powered platform for sustainable aviation fuel (SAF), enabling delivery of 18M+ gallons of SAF and reducing 165K+ tonnes in CO₂ in business travel.

Product Designer | Shell. January 2021 - July 2024

- Spearheaded design for 2 web platforms, driving an 18% increase in low-carbon solution adoption by companies, accelerating net-zero progress.
- Employed UX research and data analysis methods (interviews, surveys, A/B testing, usability testing, persona creation, heuristic evaluation, task flows etc.) to achieve a 35% increase in user engagement through strategic product enhancements.
- Built design learning programs for 750+ employees, to promote a customer-centric culture.
- Facilitated 40+ design thinking workshops, aligning stakeholders on product vision, user needs, and execution roadmaps.
- Mentored 10+ junior designers, fostering skill development, collaboration and professional growth.

UX Designer | Credit Saison. November 2019 - December 2020

- Optimized loan application platform design with user feedback, catalyzing a 33% faster hourly processing through simplified navigation, workflows and information architecture.
- Championed an organization-wide design system, reducing new feature development time by 23% and boosting consistency.
- Delivered product-wide analytics integration, boosting product roadmap stakeholder buy-in by 20% through actionable user insights.
- Introduced a streamlined UX process for product-user alignment and development efficiency.

Senior UX Designer | Tata Elxsi. October 2018 - October 2019

- Created wireframes, mockups, and prototypes for enterprise applications (telecom customer care platform, OTT device testing tool, AI-powered video analytics app, fleet management system) and consumer applications (self-checkout kiosk and mobile checkout app).

- Leveraged UX research and analysis (contextual enquiry, competitive analysis, concept testing, eye tracking, task analysis etc.) to inform design and support high-impact stakeholder presentations.

Skills and Competencies

Hard Skills: Wireframing (low to high-fidelity), Prototyping, User research and analysis, User interface design, Usability testing, Interaction design, Responsive and mobile design, Requirements gathering, Workshop facilitation, Visual design, Digital analytics and metrics, Accessibility.

Soft Skills: Problem-solving, Empathy, Critical thinking, Strategic planning and project management, Leadership, Stakeholder management, Attention to detail, Effective communication, Adaptability, Cross-functional collaboration.

Tools: Figma, Adobe Creative Cloud, Sketch, UserTesting, Hotjar, Dovetail, Great Question, Google Analytics, Adobe Analytics, Mixpanel, MS Office, Google Workspace, Jira, Miro, and, Mural.

Education

Master of Design in New Media Design | National Institute of Design.

Bachelor of Visual Arts in Applied Art | College of Fine Arts Karnataka Chitrakala Parishath.