

Kanika Bansal

User Experience Designer

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Hindi & English
kbansal.com - Portfolio

EXPERIENCE

Extentia Information Technology, a Merkle company Pune — *User Experience Designer*

FEB 2021 - SEPT 2021 (CONSULTANT) SEPT 2021- PRESENT (EMPLOYEE)

Defined the UX strategy to identify opportunities for UX enhancement for one of the top two-wheeler manufacturers in India. Conducted a stakeholder workshop with product leaders and also provided a walkthrough of the research findings to refine the project plan. Played role as mentor to a junior associate, and taken lead on client presentations

Little Italy Ristorante, Pune — *Graphic Designer*

AUG 2020 - FEB 2021- PARTIME

Solely conceptualized and executed a fresh branding for the launch of new retail pasta packaging & takeaway pizza box. Successfully launched across their 50+ outlets in India and Dubai. Available on Amazon as well.

Ogee Studio, Pune — *User Experience Designer*

NOV 2019 - OCT 2020

Created analytical dashboards for drive analyzer platform solution for Web and Mobile platforms for USA-based company. Provided implementation support through development and deployment. Created working prototypes using InVision, for usability testing and feedback. Validated high-fidelity wireframes through remote usability testing in the B2C sector.

Dominix Global Design Pvt., Pune — *Industrial Design Intern*

JAN 2019 - JULY 2019

Designed a technically complex product, a hygiene management solution that completes the loop of the menstrual hygiene economy by generating harmless, recyclable output out of sanitary pads.

Samagra Foundation, Pune — *Industrial Design Intern*

MAY 2018 - JULY 2018

Information gathering through interviews & card sorting exercises with the residents of the slums, to create an action plan for a smart loo in slum areas.

EDUCATION

MIT ADT University, Pune
BDes, Product Design

Delhi Public School, Pune
CBSE Science with
informative practices

CERTIFICATIONS

Foundations of UX design
Google, 2022

**Advanced styling with
responsive design**
University of Michigan, 2022

FEATURES

Top 10, Packaging Of The
World 2022

Favorite Design 2022

SKILLS

Creative Thinking
Project Management
Story Boarding
Usability Testing
Interpersonal communication

