Atima Agrawal

UX Designer

I blend Intuitive thinking, Research and Analytics to create delightful experiences.

Email: atima18@gmail.com

Contact no: +91 9740497556

in Portfolio

Work Experience

Product Designer ll
Innovaccer, US healthcare (B2B)

Jul 2021 - Apr 2023

As Core designer for their CRM app ($20M/yr revenue) following were my contributions:
- Spearheaded UX initiatives for over 15 features, increasing USAT from 60% to 75%.
- Facilitated sessions with US based clients for Alignment in order to develop a shared understanding.
- Framed clear Problem statements and conducted RCA in order to Prioritise the Core Problem.
- Regularly collaborated with stakeholders across Business, Customer Success, and Engineering teams.

UX and Visual Designer
Freelance

2019 - Present
- Provide Data-driven solutions for clients to navigate towards actionable insights.
- Refined Visual Experience for 25+ companies in Legal, Retail and Accounting domains.
- Employe Qualitative research methodologies to uncover opportunities for Innovation.

UX Designer
Tea Monkey, Online Retail Platform

Apr 2021 - Jul 2021
- Implemented end to end UX process to create website for the usage of 90k DAU from Canada and India.

Creative Consultant
Golden Hive Foundation

Jan 2019 - July 2020
- Successfully collaborated with Aga Khan Foundation, Delhi University among other prominent establishments.
- Assisted product owner in managing targeted seminars with Industry Leaders from various domains.

Lead Visual Designer
Just Delhiing, Digital Marketing Agency

Apr 2017 - Jan 2019
- Increased user base by 60% in a span of 6 months.
- Created branding media & assisted in Planning & Managed successful events with a footfall of over 2k visitors.

Junior Architect
DSP Design Associates, Architecture Firm

May 2016 - Jul 2017
- Assisted the Primary architect from early conceptual stage of the project through design development and alterations.

Education

IIT Hyderabad
Jan 2023 - ongoing

PG certificate program in User Experience & Visual Design

Springboard, UX Bootcamp
2019-2020

9-month intensive course in UX methodologies and technologies

Manipal Institute of Technology
2012-2017

Bachelor of Architecture

Skills

Processes
Quantitative analysis

Qualitative research

User personas

User journeys + User flows

Information Architecture

Wireframing + Prototyping

UI Design

Usability testing

Prompt Engineering

Toolbox
Figma

Sketch

Adobe XD

Photoshop + Illustrator

Invision

Miro

Mixpanel

MS suite

HTML, CSS (working knowledge)

Soft Skills
Problem framing

Root cause analysis

Storytelling with data

Project leadership

Empathetic collaboration