

AVANTIKA JAIN

Contact

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Website

avantikaj.com

Professional Summary

Experienced UX/UI designer with 7+ years across California, USA, and New Delhi, India. Proficient in critiquing Conversational AI chatbot behavior, improving complex cloud-native software landscapes via research and stakeholder management, improving contactless CMS hospitality platforms during Covid-19, and conducting user interviews and analysis. Expert in qualitative UX research methodologies, visual art, design systems, motion and interaction design. Skilled in design thinking and project management to optimize usability, communication, and operations.

Notable Projects

Personalized Conversational AI Demo Bots

Avaamo Inc, Los Altos, California/2020

- Evaluated and analyzed personalized conversational AI demo chatbots across diverse sectors, including healthcare, fintech, and telecom, with a primary focus on optimizing task-oriented dialogue systems to improve cognitive search automation. This involved assessing tone, response patterns, interface design, overall behavior, and empathetic engagement, as well as conducting a detailed analysis of syntax and semantics.

Cloud Native Platform Research Audit with Stakeholders

Cloud Native Computing Foundation, San Francisco, California/2023

- Conducted comprehensive UX research for CNCF Landscape Redesign, specializing in empathy-driven design-thinking processes, employing various methodologies including heuristic analysis, proto-personas, personas, customer journey mapping, affinity diagramming, and empathy mapping. Recognized as a standout contributor in the Linux Foundation Mentorship Program, collaborating effectively on the project and bolstering organizational and research skills, including stakeholder management, relationship building, and refined research techniques such as interviewing stakeholders. Improved organizational toolkit through SMART goal setting, project planning, and time management strategies while embracing continuous learning through Interactive Design Foundation courses.

Work Experience

User Researcher, LFX Mentee, Cloud Native Computing Foundation (CNCF)

San Francisco, California, USA / Remote / April 2023 – Present

- Led a comprehensive heuristic analysis of CNCF Landscape, targeting the 'Empathy' stage in design thinking process effectively deconstructing user challenges that enabled a structured and insightful approach
- Earned Linux Foundation Mentorship Program's UX researcher position, recognized for outstanding contributions and collaboration on CNCF landscape redesign project, surpassing global candidates
- Conducted comprehensive qualitative research through a variety of frameworks i.e. stakeholder and user interviews, proto-persona's and persona's, customer journey mapping, value proposition canvas, affinity diagramming, and empathy mapping to systematically analyze pain points, perspectives, and actionable recommendations for future landscape implementation

UI and Visual Design Contributor, Layer5

Austin, Texas, USA/ Remote / May 2023 – Present

- Revamped Meshery (Service Mesh) catalog webpages through optimized user flows, information hierarchy, and seamless interactions, enhancing user experience and advancing information assimilation
- Implemented collaborative functionality on catalog's design page, integrating platforms (website, product, and cloud), utilizing existing design components to create discussion forums and real-time collaborative commenting on Meshery Playground, driving sales and subscriptions growth in future development phases
- Led consolidation of Layer5's comprehensive brand guidelines kit for its suite of cloud native products and tools, enhancing communication, raising visual design standards, and ensuring consistent branding across platforms and touch points with a downloadable format available on the website

Freelance UX Researcher and UI Designer, PixelVJ

New Delhi, Delhi, India/February 2023 – May 2023

- Managed a process re-engineering project to improve and consolidate end-to-end service processes; restructured communication flow among 3 departments and added a revenue of 5 lakh (500k) rupees within 3 months
- Utilized design thinking processes for creating web design solutions for companies in employment law and business immigration, corporate event management, and a mobile app for renting and selling property
- Communicated and lead a 5-member team (development, graphic design, social media management, and content writer's) resulting in faster approvals from stakeholder's, manager's, and executive's

Work Experience

Freelance UX/UI Designer, Turmeric Ink

New Delhi, Delhi, India/May 2022 – September 2022

- Developed a one-of-a-kind mobile-first responsive website utilising lean UX principles and processes like user flows diagrams, wireframes, clear CTA's resulting in optimised user-experience for an award-winning 3D digital wedding template invitation brand with a turn-around time of 6 months
- Integrated the WhatsApp API with the backend CMS, facilitating 1K+ weekly conversations with customers, resulting in accessible and increased inquiries
- Designed and developed an interactive visual asset prototype, resulting in improved navigation, enhanced usability, and accelerated cross-functional collaboration between 3 teams (engineering, marketing, and stakeholder's)

Graphic Designer, Ome Inc.

Durham, North Carolina/August 2020 – June 2021

- Developed presentation decks to improve communication with financial stakeholders including start-up tanks
- Developed scenario-based prototypes of the hardware product resulting in better understanding of user pain-points, opportunities for improving user experience, and subsequent strategy for website updates
- Utilized problem-solving frameworks for company rebranding, worked directly with the CEO and their brand vision (from Inerv to Ome)

UX/UI Designer, Astics

Milpitas, California, USA/ Remote / May 2020 – July 2020

- Spearheaded the revamp of Aavgo hotel-facing management software pages by optimizing user experience, resulting in positive client feedback
- Developed user-centric solutions to facilitate contactless usage and improve Covid-19 safety along with an improved TV app interface for hotel guests for entertainment, hotel services, and alarm systems
- Utilised agile management techniques (Scrum and Kanban) to manage design schedule and overall performance with CTO, ensuring timely delivery of projects

Marketing Graphic Designer, Avaamo Inc

Los Altos, California, USA /September 2019 – April 2020

- Critiqued conversational AI demo bots from perspectives of both users and developers, humanising services through improved human-computer interactions resulting in better ticket conversions and communication
- Designed and managed marketing materials to strengthen website engagement, improving on-site traffic for company website by 15%
- Prototyped visual flows of Avaamo enterprise software interfaces to guide management's creative process, improving efficiency
- Collaborated with the CEO and Product Manager to develop a standardised Sales Playbook system within Google's ecosystem, improving sales knowledge base, new recruit onboarding and cross-functional communication

Work Experience

Marketing and Design Consultant, Give2Asia

Oakland, California, USA/January 2019 – July 2019

- Conceptualized, storyboarded, and designed an original animation series for campaigns such as STEM Week, Disaster Resilience Month, Lunar New Year, and new sponsorship partners, resulting in positive feedback from various fiscal sponsorship partners and non-profit organizations.
- Produced and managed content for official social media - Facebook, Twitter, LinkedIn, and website, improving frequency of audience engagement through 75% more social media posts and 37% increased engagement and shares.
- Designed monthly digital newsletter on MailChimp to 14K global subscribers, interactive map used at all conferences, and organization's 2018 Annual Report both in digital and tri-fold print formats.

Education

Certification in Frontend Development for Designers

CareerFoundry
2021–2022

Certification in UI Design

CareerFoundry
2021–2022

MA Graphic Design and New Media

Academy of Art University
San Francisco, California
2016–2018

BFA Applied Art

Delhi College of Art
Delhi, India
2009–2013

Technical & Soft Skills

Figma, Webflow, Adobe XD, Photoshop, Illustrator, Sketch, Invision, Indesign, HTML, CSS, Notion, AfterEffects, Github

Communication, Problem-Solving, Time-Management, Leadership, Adaptable, Detail-Oriented, Research, Critical Thinking