



# ANKITA DWIVEDI

## UX/UI Designer

A budding UX designer, with 9 years of experience, specialize in user centric B2B/B2C product designs using Figma, Adobe XD. I am passionate about crafting digital experiences that help people connect with each other and with the world around them.

## Contact

- 📞 | +974-7030-2130
- ✉️ | anks.d2007@gmail.com
- 🌐 | www.ankitadwivedi.com
- 📍 | Doha, Qatar

## Education

- Bachelor of Computer Application  
Banasthali Vidyapeeth  
2004 - 2007  
Jaipur, Rajasthan, India
- Master of Science  
BITS Pilani  
2008 - 2012  
Delhi, India

## Skills

- Organized ● ● ● ●
- Communication ● ● ● ●
- Teamwork ● ● ○
- Meeting deadlines ● ● ○
- Critical thinking ● ● ● ●

## Experience

### UX designer

Design Labs Jan 2021 - Jan 2022  
Project: Travelist

- Travelist is a travel app to create Itineraries for adventurous trips and lets you save and share them with friends
- Performed product research by doing interviews and gathering survey inputs
- Done competitive analysis to benchmark minimum to have and Rockstar features
- Used Affinity Mapping , POV & HMWs to derive a prototype
- Created UI library to deliver a re-usable asset
- Created prototype and iterations to facilitate product strategy and MVP

### Founder

Papeeha Decor Nov 2017 - Dec 2019

- Started an E-Commerce market place for 6 product categories and 50+ indigenous handicraft products
- Managed marketing, sales & product development
- Headed Product Strategy , UX design and UI design for Papeeha Décor Ecommerce Website
- Launched 5 product categories online with 50+ new products
- Discovered the place and promotion (2Ps) of online e commerce through repeated product showcase in trade fares

## Language

English



Hindi



## Reference

Akshay Verma  
Director Business  
Development 7Vachan

## Business Development Manager

7Vachan, A wedding marketplace

Sep 2015 - Sep 2016

### Job Profile

- Building and maintaining Seller Database.
- Managing relationship & ensuring proper co-ordination between hotels, internal teams and customers
- Responsible for listing and aggregating wedding related Vendors in various categories
- Articulating and negotiating commission rates and best prices with the clients and clearly communicating all aspects of the contract
- Scheduling meetings with the business heads of leading hospitality giants such as Starwood, Marriot etc.
- Research out the various properties and present the niche value proposition to large hotel groups to partner.
- Working on product roadmap with Product Owners and spearheading UX design for 7Vachan Website
- Developed UX asset library for 7Vachan to incubate UX design foundation and standard practices

### Achievements

- On boarded 180 4 and 5 star hotels in a short span of 6 months
- Partnered and negotiated over 15% commission with large hotel groups such as ITC, Leela, ,Royal Orchid ,Accor , Carlson, Startwood and Marriot
- Conceptualized product mix, product exclusivity, marketing strategy for online marketplace for Wedding gifts
- Managed a team of three to steer market development of three major South Indian Cities Bangalore , Chennai and Hyderabad
- Managing Digital Advertising using Google Adword and Facebook Advertising for company's website

## Senior UI Tester

Tech Mahindra

July 2007 - May 2015

- Proficient in Software UI Testing, Customer Success, PMO activities , Quality Control in Outsourced Service Delivery environment
- Highly motivated Individual successfully led the testing efforts for multiple features in the Project and completed testing the features on time with Quality.
- Helped a Global Telecom brand to develop UX design library
- Led UX research for Consumer Self Care portal of British Telecom and improved conversion rate by 30%
- Acts as a liaison among Product Owners., Developers & Business Analysts to collate ideas in order to groom user joruneys , personas etc.
- Standardized the UI testing process and test cases for digital channels of a global brand based on the impact and potential , resulting into 40% reduction in cosmetic defects over 3 quarters
- Exposure to support customer onsite in UK