

Akanksha Devasthali

UX Specialist & Leader

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UX/UI Director with 13+ years of experience leading user-centered digital products across healthcare, enterprise, and consumer domains. Proven at navigating ambiguity, translating complex problem spaces (including GenAI-driven concepts) into scalable, business-ready solutions. Experienced in building and mentoring high-performing UX teams, driving end-to-end product strategy, and aligning stakeholders around clear, user-focused outcomes.

Core Skills:

- Product Strategy & End-to-End UX Delivery
- UX Leadership, Team Building & Mentorship
- Navigating Ambiguity & Complex Problem Solving
- Cross-Functional & Stakeholder Collaboration
- UX Research, User Flows, Wireframing & UI Design
- Rapid Prototyping & Usability Testing
- Design Systems & Scalable UX Practices
- Generative AI-Assisted Design Workflows

Work Experience:

IKS Health, Mumbai - *Director UX/UI*

Feb 2021 – PRESENT

- Established the User-Centered Design (UCD) practice at IKS Health; built and scaled a 12-member UX/UI team from the ground up.
- Led end-to-end UX/UI strategy and execution for multiple healthcare products; 2 products successfully sold to 5+ enterprise clients.
- Translated ambiguous, high-level business and GenAI concepts into tangible, market-ready digital products.
- Partnered with Product, Engineering, and Business leaders to define scope, milestones, and success metrics.

- Drove design across discovery, wireframing, prototyping, usability testing, and iterative refinement.
- Leveraged Generative AI tools (ChatGPT, Gemini, Perplexity, Stitch, Figma plugins) to accelerate experimentation and improve team efficiency—augmenting, not replacing, human insight.

Deloitte Digital, Mumbai – *Senior UX Designer*

Jul 2013 – Feb 2021

- Led end-to-end discovery and UX/UI delivery across enterprise and consumer digital products.
- Conducted user and stakeholder interviews to identify gaps, define opportunities, and inform UX strategy.
- Created personas, journey maps, user flows, wireframes, and high-fidelity prototypes; validated designs through usability testing.
- Led multi-disciplinary teams (UX, UI, BA), estimating efforts, planning sprints, and ensuring on-time delivery.
- Developed UX strategies and interactive prototypes for client proposals and RFPs.
- Built and managed a 15+ member design team, providing mentorship and performance guidance.

Digitas India (LBI), Mumbai – *Lead Information Architect*

Nov 2011 – Jul 2013

- Designed digital experiences for a leading airline in Oman.
- Delivered cross-platform experiences across web, tablet, mobile, and social media.

Bc Web Wise, Mumbai – *Lead Information Architect*

Aug 2010 – Nov 2011

- Defined the Information Architecture role, deliverables, and best practices.
- Contributed to proposals and projects, shaping experience strategy from concept to execution.

Human Factors International, Mumbai – *Visual Design Specialist*

Jun 2007 – Jul 2008

- Collaborated with Information Architects to create visually compelling designs for websites, portals, and applications.

Tata Interactive Systems, Mumbai – *Visualizer*

May 2004 – May 2007

- Built scalable e-learning templates, improving design efficiency for 150+ employees and accelerating delivery timelines.

Education:

Post Graduate Program in Design Management

MIT Institute of Design, Pune | 2008 – 2010

Diploma in Applied Arts

Sophia Polytechnic, Mumbai | 2000 – 2004