Akanksha Devasthali
UX Specialist & Leader

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UX/UI leader with 13+ years of experience delivering user-centric digital products that balance user needs and business goals. Strong in solving complex problems, leading cross-functional teams, and driving product strategy end-to-end. With a startup mindset, I've learned through failures and believe they build resilience and stronger design instincts. A lifelong learner who thrives in dynamic, impact-driven environments.

SKILLS

- Navigating Ambiguity & Startup Mindset
- Complex Problem Solving
- Product Strategy & End-to-End Execution
- Cross-Functional Collaboration
- UX/UI Team Leadership & Mentorship

- Rapid Iteration & Learning from Failure
- UX Strategy, UX/UI Design - Research, User Flows, Wireframing & UI Design
- Stakeholder Alignment & Communication

EXPERIENCE

IKS Health, Mumbai - *Director UX/UI*

Feb 2021 – PRESENT

- Introduced the UCD process at IKS Health and built a 12-member UX/UI team from scratch, demonstrating ownership, initiative, and a startup mindset.
- Translated ambiguous big-picture ideas and Generative AI concepts into real products, showcasing adaptability and comfort with uncertainty.
- Led and delivered end-to-end UX/UI design for multiple healthcare products out of which 2 being sold to more than 5 clients.
- Guided teams across wireframing, prototyping, usability testing, and refinement, encouraging ownership and fast learning.
- Collaborated with cross-functional teams, set milestones, managed scope, and delivered clear presentations to leadership with agility and initiative.
- Leveraged Generative AI tools (ChatGPT, Gemini, Perplexity, Stitch, Figma plugins) to drive rapid experimentation and efficiency Supporting, not replacing, human insight and creativity.

Deloitte Digital, Mumbai – *Senior UX Designer*

Jul 2013 – Feb 2021

- Led end-to-end discovery and UX/UI execution from analysing briefs to facilitating research and delivering final designs

- Conduct interviews with customers and internal stakeholders/third parties to identify existing gaps and opportunities Apply User-Centric Design Process (UCD) to build delightful digital experiences across various touchpoints

- Created personas, journey maps, flows, wireframes, and high-fidelity prototypes; presented to leadership and tested with users.

- Led design teams—estimating efforts, planning sprints, and guiding UX, UI, and BA teams for on-time delivery.

- Developed design strategies and prototypes for proposals and RFPs.

- Build a team and execute design solutions and interactive prototypes for RFPs

- Ensured that the user interfaces and user experience of the software applications developed by the team met at least 80% of user's expectations

- Trained and managed a team of over 15+ designer

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

Nov 2011 – Jul 2013

- Create digital experience for one of the most popular airline companies in Oman
- Build experience for various clients across web, tablet, mobile and social media platforms.

Bc Web Wise, Mumbai – *Lead Information Architect*

Aug 2010 – Nov 2011

- Define the role, deliverables and importance of Information Architect
- Work on proposals and project to provide the approach from experience standpoint.

Human Factors International, Mumbai – *Visual Design Specialist*

Jun 2007 – Jul 2008

- Work with IA's to build inspiring visual designs for websites, portals and applications.

Tata Interactive Systems, Mumbai – *Visualizer*

May 2004 – May 2007

- Built scalable e-learning templates that streamlined workflows for 150+ employees, enhancing efficiency and accelerating project deliverables.

EDUCATION

Post - Graduate Program in Design Management

MIT Institute of Design, Pune
Jun 2008 – May 2010

Diploma, Applied Arts

Sophia Polytechnic, Mumbai
Jun 2000 – Mar 2004