Akanksha Devasthali (Dhondye)
UX Specialist & Leader

UX/UI leader with 13+ years of experience designing and delivering user-centric digital solutions that drive value and delight. Adept at solving complex challenges, navigating ambiguity, and aligning design with business goals. Experienced in leading diverse teams, fostering cross-functional collaboration, and driving product strategy from concept to execution. A lifelong learner, I thrive in dynamic environments that value creativity, innovation, and meaningful impact.

SKILLS

- Defining requirements
- User-Centric Design
- Usability testing
- Design Management
- Product Strategy
- Agile Methodologies

- Mockups & Prototyping
- Design Thinking
- Reasoning skills
- Soft skills & Strong Communication
- Team Leadership

EXPERIENCE

IKS Health, Mumbai - *Associate Director UX/UI*

Feb 2021 - PRESENT

- Successfully introduced the User-Centered Design (UCD) process at IKS Health, building a team of 12 UX/UI professionals from scratch.
- Worked with leaders on crucial and ambiguous big pictures and Generative Ai concepts to turn them into real working products. Understand workflows of healthcare personas.
- Led end-to-end UX/UI design and partnered through development for multiple healthcare products, resulting in one product adopted by five clients and another by three.
- Educate the larger community outside of design around design methodology and way of working.
- Facilitated design thinking workshops with leaders and end users, conceptualized to create innovative solutions.
- Guide teams while creating wireframes, prototyping, usability test with end-users, feedback incorporation to build & refine designs.
- Provided guidance, coaching, and support to junior designers, fostering their professional growth and development.
- Provided effective design presentations to senior executives with rational and next step plan
- Pro user of Generative AI tools such as Chat GPT, Gemini, Stitch and Figma plugins.
- Encouraged and conduct working sessions with team members to use AI tools to enhance team productivity and output quality.
- Collaborate with cross-functional internal team and lead projects by setting up key milestone and expectations. Highlighting scope cripes.

Deloitte Digital, Mumbai – *Senior UX Designer*

Jul 2013 – Feb 2021

- End-to-end discovery and design execution: Analyse client's brief to plan, facilitate and execute end-to-end discovery and UX + UI deliverables
- 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
- Create user flows, journey maps, personas and wireframes for RWD, tablet apps and native apps (Android +iOS) following HCD principles Present low/high fidelity design prototype to leadership and clients Test designs with customers/users
- Lead design teams: Estimate design efforts and plan design sprint/deliverables Lead teams of user experience designers, visual designers and business analysts to deliver best and on-time deliveries
- Design Proposals: Build a design approach for Proposals
- 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

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

PORTFOLIO
https://akankshap.wixsite.com/akankshad-portfolio