

# Kanika Bansal

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## SKILLS

**Tools:** Figma, Adobe XD, Axure RP, Blender, Miro, Photoshop, Illustrator, Spline, InVision, CSS/HTML, C#, Maze, Zeplin, Microsoft Office, Real Engine Unity, Value Proposition Canvas, Business Model Canvas, Hotjar.

**Design:** Heuristic Evaluation, Mockups, Prototyping, User Research, Design System, Interaction Design, 3D Web Design, Motion Graphics, Product Design, Information Architecture, User Flows, Storyboards, Data Visualization, WCAG, Component Libraries.

**Research:** A/B testing, SUS Evaluation, Usability Testing, Contextual Inquiry, Literature Reviews, Surveys.

## WORK EXPERIENCE

### UX Designer & Researcher

Indiana University

Indianapolis, IN

Aug 2023 – Present

- Designed clear, accessible multi-channel (email, social media, print) recruitment posters for research studies, effectively communicating complex research protocols to diverse participants.
- Created user-friendly & HIPAA-complaint digital designs in figma for care co-ordination mobile application.

### Graduate Assistant (3D Modeler)

Indiana University

Indianapolis, IN

Aug 2023 – Present

- Developed intricate 3D models in Blender, modelling Indiana Avenue's historic buildings and securing project funding.
- Created detailed texture maps and materials to achieve photorealistic renderings of historic facades and architectural elements.
- Optimized high-poly models for real-time rendering, reducing polygon count while maintaining visual quality.

### Senior UX Designer

Extentia Information Technology

Pune, MH

Feb 2021 – Dec 2022

- Led the redesign of TVS iQube Electric website's landing page, product page & test ride flow, increasing user engagement through improved UX.
- Redesigned the website checkout flow through detailed heuristic evaluations, supporting expansion to 100+ cities & 117% sales growth.
- Led end-to-end UX design for a connected two-wheeler mobile app (iOS/Android), implementing advanced features including voice assistance, ride analytics, share ride and vehicle controls.
- Performed competitive analysis to understand best practices, gaps & opportunities in the market.
- Mentored junior designer, sharing best practices in design system usage, increased overall project quality & efficiency.
- Facilitated bi-weekly design reviews with cross-functional stakeholders (product, engineering, business), creating detailed specification documents and user flow diagrams to align technical constraints with user needs. Resulted in successful feature adoption across Android and iOS platforms.
- Conducted 10+ semi-structured interviews and field studies, resulting in more targeted design strategy presented to executive leadership.
- Developed strategic roadmaps and detailed project timelines in excel, resulting in accurate resource allocation & timely delivery.

### Graphic Designer

Little Italy Ristorante

Pune, MH

Oct 2020 – Feb 2021

- Designed brand assets and illustrations using Adobe Creative Suite, establishing comprehensive brand guidelines that ensured consistent visual identity across digital and print channels.
- Crafted a unique FDA complaint visual identity for retail food packaging (3 varieties), enhancing brand recognition and boosting sales by 20%, contributing to the successful launch from concept to market.
- Collaborated with marketing and sales teams to ensure design system adherence across all multi-channel (email, social media & print) promotional materials, improving cross-departmental communication & increase in the follower base by 125%.

### UX Designer

Ogee Studio

Pune, MH

Nov 2019 – Oct 2020

- Led the design of jewelry website UI & UX to launch three new features (virtual try-on, personalized styling, and book an appointment) supporting the company's transition to an effective omnichannel customer engagement strategy during COVID-19.
- Designed and implemented a WCAG 2.1 compliant component library of 12 reusable elements, scaling across 20+ AI-powered real-time monitoring dashboard screens.
- Partnered with developers to implement B2B analytical features, ensuring consistency and reducing post-launch issues by 15%.

## PROJECTS

Passion Project

3D Web Experiences

Indianapolis, IN

Nov 2024 – Present

- Designed innovative landing page concepts incorporating 3D assets and motion graphics using Spline, creating immersive product experiences and exploring emerging web design techniques.

## EDUCATION

### Indiana University

Master of Science in Human Computer Interaction

Received a Merit Scholarship of \$9000 for the course of study

Indianapolis, IN

Dec 2024

GPA 3.97/4.00

### MIT Institute of Design

Bachelor of Design in Product Design

May 2019

## CERTIFICATIONS

GenAI Fundamentals for UX designers + researchers (Joe Natoli Udemy)

2024