

Kanika Bansal

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WORK EXPERIENCE

UX Designer & DeveloperUnited States, Remote
The Maker AI - ContractJun 2024 – Present

Redesigned and developed the UX/UI of a premium real-estate website within 24 hours, optimizing for conversion rate (**CRO**). Improved **information architecture** to simplify user navigation. Built **responsive layouts** using Cursor AI, Bootstrap, and **media queries** to enhance cross-device performance and boost click-through rates. Accelerated web development through streamlined workflows with GitHub, Netlify, and Supabase, and optimized the **lead capture funnel** using Supabase edge functions. Fixed lead storage on B2B dashboard in the UI & backend. Improved the UX of the dashboard by adding sortable columns, multi-select bulk delete & lead funnel data visualization. Took **leadership** across 5+ client design & development projects **reducing costs** while delivering enhanced UX.

UX ResearcherIndianapolis, IN
Indiana UniversityAug 2023 – Jun 2025

Led a team of 3 for independent research under National Science Foundation (\$520K grant) investigating coping strategies among parents of children with cancer. Validating 10+ use cases for **AI-based support tools**. Identified high impact features for mobile app prototype Huddle & made **HIPPA complaint** user flows.

Senior UX DesignerPune, MH
Extentia Information TechnologyAug 2022 – Dec 2022

Supported expansion to 100+ cities and 117% sales growth by redesigning checkout flow. **Led website design** for an **e-commerce** automotive (third largest in India). Increased user engagement by communicating value on landing page. Utilized data **from heatmaps and heuristic evaluations** to prioritize redesign efforts. Collaborated with PM on team direction & roadmaps. Improved product detail page and homepage layout to **align marketing goals with usability best practices**. Worked in **agile sprints**, balancing individual autonomy with cross-functional collaboration.

UX DesignerPune, MH
Extentia Information TechnologyFeb 2021 – Aug 2022

Led an end-to-end project with no PM support for a high visibility consumer mobile app (iOS & Android) **1M users**. Shipped share ride (social media), ride analytics & voice assist feature. **Increased user engagement** by implementing micro-animations & aligning brand messaging with user behavior insights. **Cross-collaborated** with 12-member dev team to align tech constraints with user-centered design. Rapidly iterated on wireframes and prototypes based on usability tests for stakeholder alignment.

Brand DesignerPune, MH
Little Italy RistoranteOct 2020 – Feb 2021

Supported increase in follower base by 125% by designing polished brand assets & SEO-optimized promotional materials (seasonal campaigns) in collaboration with marketing team, within the first quarter of launch. **Led 0-1 branding project**.

UX DesignerPune, MH
Ogee StudioNov 2019 – Oct 2020

Designed and shipped a WCAG 2.1-compliant component library (12+ reusable UI elements) powering 20+ dashboard screens for a **SaaS AI-driven predictive platform**. Led design strategy of **3 new features** for an e-commerce jewelry retailer website. Conducted user research, created personas, customer journey maps, wireframes, prototypes, **visual design** & user tests. Testing **validated three high-impact features that were prioritized for implementation**. Ensured WCAG 2.1 compliance.

SELECTED PROJECTS

Product DesignerIndianapolis, IN
Sentry

Led 0→1 **hi-fidelity UI design** and development of a **crypto wallet** onboarding experience targeting non-technical users with no prior blockchain knowledge. Built and tested a mid-fidelity **coded prototype in SwiftUI** using Cursor, **boosting confidence in 90% of users**.

Design LeadIndianapolis, IN
Enroute

Won People's Choice Award for most liked AI-integrated experience in a cohort-wide showcase. Designed and prototyped a **conversational AI chatbot to generate personalized travel itineraries**; focused on creating intuitive dialogue flows and fallback states to handle ambiguity in user inputs. Collaborated directly with the startup's founder to **align product strategy** with user expectations in a 0→1 setting.

EDUCATION

Indiana UniversityGPA 3.97/4.00Indianapolis, IN
Master of Science in Human Computer InteractionDec 2024

MIT Institute of DesignMay 2019
Bachelor of Design in Product Design

SKILLS

Design Tools: Figma, Sketch, Adobe Suite, Maze, Webflow, Spline, Blender 3D, Lottie, Cursor.

Design Skills: Journey Mapping, Design Systems, Information Architecture, Personas, UX/UI

Other: Motion Graphics, 3D web design, HTML/CSS, SwiftUI, Qualtrics, ReactJS, TypeScript, Netlify.