Ayushi Acharya

An accomplished UX/UI designer with 7 years of expertise, I specialize in conducting thorough user research and creating data-driven, user-centric design solutions. My career is characterized by a fervor for crafting exceptional user journeys that optimize usability and satisfaction, consistently delivering impactful and intuitive experiences.

Professional Experience

Design Experience Senior Analyst
February 2021 - Present

Accenture

Gen AI Workday
- Developed a secure platform for journalists and freelancers to facilitate seamless story creation and editing.
- Aimed to reduce reliance on less secure alternatives like WhatsApp.
- Revolutionized journalistic efficiency and confidentiality.

Network 18
- Designed and implemented a secure platform for journalists and freelancers, optimizing story creation and editing workflows.
- Mitigated reliance on less secure alternatives like WhatsApp to bolster data security.
- Pioneered UI/UX innovation, revolutionizing journalistic efficiency and ensuring confidentiality.

myIndustry
- Led 'Business Transformation at myIndustry,' managing UI/UX design.
- Developed an integrated digital platform with a microsite, optimizing industry-specific content design in 3 months.
- Positioned platform as a key industry differentiator, influencing approximately $250M in sales.
- Collaborated with stakeholders to align design with business objectives and user expectations.

Skill Navigator
- Developed streamlined platform for 30K+ users using Tubemap Framework, with stakeholder collaboration.
- Ensured intuitive UI/UX for efficient employee skill management.
- Incorporated stakeholder feedback for enhanced data visualization.
- Enabled user journey optimization through iterative design and reviews.

Business Case Roadmap
- Implemented and enhanced Business Case Roadmap for digital transformation.
- Designed to aid clients in process improvement across diverse industries.

User Experience Designer
December 2018 - January 2020

Secure Meters Limited

City Gas distribution Portal
- Created a dedicated monitoring services portal for private piped gas utilities in Indian households.
- Designed a specialized application for field staff to streamline installation procedures.

Data Aquisition System
- Established AMR portal with modem-based FTP data acquisition system.
- Enhanced utility monitoring and streamlined action execution.

District Heating- Commissioning Application
- Created a field staff application portal for accurate and timely boiler meter data retrieval in the UK.
- Aimed at minimizing costs for users, fuel, and maintenance associated with multiple boilers.

UI/UX Designer
July 2016 - August 2018

Ideabox Creations

- Developed a website with customised templates and created proof-of-concepts (POCs) for PowerPack Beaver Addons, a collection of innovative and distinct modules that significantly accelerate website development.

- Created website templates for Divimonk, a cloud-based template library.

- Designed websites for PowerPack Beaver Addons and Divimonk, featuring a comprehensive array of exclusive, customizable widgets aimed at streamlining and expediting website development for increased convenience and speed.

- Managed graphic design and marketing activities for WordCamps 2017 and 2018 on social media platforms such as Facebook, Twitter, and Instagram. Additionally, provided assistance in the organisation of WordCamps 2017 and 2018.

Personal Information

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Linkedin
https://www.linkedin.com/in/ayushi-acharya-a632409a/

Portfolio Link:
https://www.ayushiacharyadesign.com/

Skills

Interaction
User research, Interviews, Task flows, Information Architecture, Persona, Wireframing, Prototyping, Customer journey mapping, Heuristic evaluation, Competitive analysis, User Experience Design, User Interface Design, Accessiblity.

Software Tools
Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, InDesign, Sketch

Education & Certifications

B.E.(Computer Science)
Techno India NJR Institute of Technology

Imagine XP
Certification in user experience designing.

UX India Conference
Training in user experience design and animation.

Awards

- Committed Professional
- Inspiring Innovator Award
- Respect for Individual
- Client Value Creation
- Act as a true Partner
- Inspiring Innovator Award