ASHRITHA AKULA

+91 8367678900 | akulaashritha5@gmail.com | [Website](#) | [LinkedIn](#) |[Certificates](#)

EDUCATION

MAHINDRA UNIVERSITY   *July 2019 - July 2023*
Bachelor of Technology in Electrical and Electronics Engineering (CGPA- 8.23)
Relevant Coursework- UI/UX Design, Design Thinking, Embedded Systems, Organizational Behavior, Urban Studies

PROFESSIONAL EXPERIENCE

Boss Utility Solutions (Boss USA)   Atlanta, Georgia / Remote
Product Design Intern   *February 2023 - June 2023*
- Redesigned the company website through a strategic end-to-end process, resulting in about a **27%** increase in project leads through the website and a **42%** reduction in bounce rate.
- Directed a comprehensive design journey, encompassing thorough Research, Wireframes, Low & High Fidelities, a distinctive Brand Identity/UI, and rapid prototypes.
- Facilitated the seamless deployment and successful handoff of the revitalized website,ensuring faster page load time and an enhanced overall user experience.
- Investigated, diagnosed and swiftly resolved tens of fixes/errors post modernization and launch,actively contributing to a significant decrease in customer support requests and a smoother user journey. ([Case Study](#))

Leucine   Bangalore, India
Product Design & Development Intern   *January 2022 - April 2022*
- Elevated user experience by optimizing key elements and user journeys within their no-code pharma platform for **3k** plus clients, resulting in user satisfaction and a decrease in user errors.
- Developed responsive mobile interfaces, seamlessly aligning them with established web and desktop interaction patterns, leading to improvement in mobile user engagement by **46%** and an increase of **15%** in cross-device usability.

Ilahi Technologies   Pondicherry, India
UI/UX Designer   *April 2021 - September 2021*
- Single-handedly led interaction design efforts for a fast paced startup, successfully catering to **14** external clients and overseeing the in-house "College Insider" project for both web and mobile platforms.
- Collaborated seamlessly with the product development team, fostering synergy with developers to craft and implement responsive applications and websites.
- Demonstrated a user-centric approach by conducting comprehensive post-deployment user testing, driving iterative improvements that yielded a **25%** increase in overall application functionality and user satisfaction.

PROJECTS

Smart Farming Infrastructure: Managed the application design team to visualize implemented prototype device. Automated traditional farming processes and analyzed farm data for insights, aiming to reduce resource wastage by **70%**. ([Case Study](#))
BGM4Life: Achieved **7x** higher data collection efficiency by redesigning a wearable hardware for bio-signal data collection using sensors. Researched bio-signals' correlation with mood and emotions.
The Earth Project: Led a **6**-member team in employing design thinking to develop a user-centric interface and prototype promoting sustainable living. ([Case Study](#))

SKILLS

Tools and Softwares: Figma,Adobe XD,Adobe Creative Suite,Protopie,Indesign,Balsamiq,Sketch
Technical Skills: : Product Design,UI/UX Research & Design,Wireframing and Prototyping,Usability Testing,Visual Design,Responsive Web Design,Information Architecture,Design Thinking,HTML/CSS basics,SEO
Non Technical Skills: Creativity,Collaboration,Communication,Project Management and other soft skills

ACHIEVEMENTS,POSITIONS & EXTRA-CURRICULAR ACTIVITIES

- Second Runner Up in the **National Design Challenge** by NASSCOM and Adobe ([Certificate](#))
- Design Head for Mahindra Universities annual culture and sports fest **AETHER & AIRO 2023**. Led a team of **15** for visual and merchandise design. **Head of Design** for EEE Magazine, Literary club & Entrepreneurship Cell
- Awarded **Scholarship** on the basis of Academic Excellence from Mahindra University of **One Lakh Rupees** for **3** consecutive years