

Atima Agrawal

UX Designer

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Contact
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Portfolio

Work Experience

Dec 2023 - Present

Product designer (UX lead - supply)

Yulu, Mobility solutions

Built a design system that reduced designer task time by 40%. Led Lead UX initiatives for Supply Pod and Yulu's operations platform, driven by extensive on-ground research.

May 2023 - Nov 2023

UX mentor

Multimedia classes, Education

Mentored 20 students (ages 21—40) transitioning into UX design, with a focus on Figma, design principles, and career guidance.

Jul 2021 - Apr 2023

Product Designer II

Innovaccer, US healthcare (B2B)

Led UX for 15+ features, increasing USAT from 60% to 75% by framing key problems, conducting root cause analysis, aligning with U.S. clients, and collaborating cross-functionally.

2019 - 2023

UX and Visual Designer

Provided data-driven UX solutions, refined visual experiences for 25+ companies, and used qualitative research to uncover innovation opportunities.

Apr 2021 - Jul 2021

UX Designer

Tea Monkey, Online Retail Platform

Designed website using end-to-end UX process for 90K DAUs in Canada and India.

Apr 2017 - Jan 2019

Lead Visual Designer

Just Delhiing, Digital Marketing Agency

Increased user base by 60% in 6 months. Designed branding media and assisted in planning events with 2K+ visitors.

Education

Manipal Institute of Technology

Bachelor of Architecture

2012 - 2017

IIT Hyderabad

PG certificate in UX & Visual Design

Jan - Jul 2023

Springboard, UX Bootcamp

9-month intensive course in UX

Jul 2019 - Mar 2020

Skills

Processes

Quantitative research

Qualitative research

Competitive analysis

User journeys + User flows

Wireframing + Prototyping

Usability testing

Prompt Engineering

Toolbox

Figma

Sketch

Adobe XD

Adobe suite

Mixpanel

MS suite

Soft Skills

Root cause analysis

Stakeholder management

Project leadership

Collaboration