AVNISH **POONIA**

Product Designer

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SUMMARY:

I'm a product designer who leverages insights from human psychology, user research, and design principles to address complex user challenges and enhance design solutions.

PROFESSIONAL SKILLS:

Human-Centered Design
Human Factors, User Psychology, Persona Development, Problem Solving, AR/VR, cognitive psychology

Research & Testing:
UX Research, Usability Testing, Market Research, A/B Testing, Product Testing, Quantitative & Qualitative Research

Design & Prototyping
Design Thinking, Wireframing, Interaction Design, Information Architecture, Rapid Prototyping, Responsive Design

Tools & Platforms:
User Journey Mapping, Mobile Application Design, Web Portal Design

Design & Prototyping
Figma, Adobe suite, Illustrator, Canva, Zeplin, Fusion 360, Keyshot

Collaboration & Project Management:
Miro, Jira, Confluence

Awards & Participation

Association of Designers of India 2021
First Prize, Category in Bamboo: Recognized for designing an eco-friendly product using sustainable bamboo materials.

Decathlon India 2021
First Place Winner, Category: Won the FLX City Jersey Design Contest, showcasing creativity in sportswear design.

Pearl Academy Product Design Competition
Awarded for developing an innovative product made from recycled plastic bottles.

MIT Creeya Incubator Program Selection
Selected for developing a portable bamboo furniture kit, demonstrating sustainable design and problem-solving.

Education:

Iowa State University (2024 - 2026)
Master's in Human-Computer Interaction

Currently pursuing a Master's degree in Human-Computer Interaction, focusing on AR/VR, cognitive psychology, human factors, UI/UX design, user engagement, and qualitative and quantitative research. Gaining expertise in user-centered design and understanding how humans interact with technology.

MIT Institute of design (2018 - 2024)
Bachelor's Of Design (Product Design)

Specialized in Human Factors, User Psychology, and Problem Solving, with expertise in UX Research, Usability Testing, and Market Research. Proficient in Design Thinking, Wireframing, Interaction Design, 3D CAD Modeling, 3D Rendering, and Prototyping. Developed skills in Storytelling, User Journey Mapping, Human-Machine Interaction, and System Design, creating responsive designs for mobile and web platforms.

WORK EXPERIENCE:

Lead UX Designer | Akounto (2022 – 2024)
Website Link

As Lead UX Designer at Akounto, I played a pivotal role in redesigning the company's accounting platform, focusing on simplifying complex workflows for invoicing, taxation, and banking. This redesign resulted in a 35% reduction in user errors. Additionally, I spearheaded internationalization efforts, successfully expanding the platform into 10+ global markets by integrating multi-language support (English and Czech). I led cross-functional teams comprising 3 UX designers, 1 graphic designer, and multiple developers, delivering over 200+ responsive modules for both web and mobile platforms. My work on optimizing and redesigning 1,500+ features led to a 40% increase in user satisfaction.

- Two-Factor Authentication Integration: Introduced two-factor authentication to enhance security in the sign-up and sign-in processes, improving user trust and platform security.
- Usability Enhancement: Resolved 2,000+ design issues across mobile and desktop platforms, resulting in smoother user interactions and better overall usability.
- International Product-Market Fit: Achieved product-market fit in new regions within just 6 months by making design adaptations that catered to diverse cultural and market needs.
- Collaboration & Leadership: Managed and mentored a team of designers and developers, ensuring seamless collaboration and timely delivery of over 200 responsive modules for mobile and web.

Product Design Intern | Syska (Jan 2022 - June 2022)
Project Link

Contributed to the development of 4 smartwatch projects, supporting the 'Make in India' campaign with 80% in-house product development. Played a key role in designing the Polar SW300 smartwatch and the Syska Sports Fit app, enhancing user navigation speed by 50% through user persona evaluations and restructuring information architecture.

- Designed 100+ watch faces in collaboration with the core development team.
- Proposed a new lighting system for the Pelican dry iron, improving user safety and human factors, which was adopted by the team.
- Led qualitative and quantitative research for the Pelican dry iron, including market research and competition analysis.

Founder | Uxexplore
Project Link

Founded UXExplore, a non-profit platform designed to provide aspiring UX and HCI professionals with essential resources. The platform offers access to official university links, Reddit and Discord communities, and a WhatsApp group, helping users find relevant information and connect with others in the field.

Projects:

UX Designer | Trekhopes
Designed the complete UI/UX for Trekhopes, a travel platform offering holiday packages, flight bookings, and trip planning services. Developed a comprehensive design system to ensure consistency, and created a responsive design for seamless experiences across devices. Built the information architecture and navigation flow to optimize the booking process and improve user engagement. *Link*

9cents | Trekhopes
Responsible for designing the complete UI/UX for the 9Cents platform. From branding to responsive design, I played a key role in ensuring a cohesive and user-friendly experience across all touchpoints. *Link*