

# Avnish Poonia

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.

## Work Experience

### Lead UX Designer | Akounto (2022 – 2024)

[June 2022 – August 2024](#)

[Website Link](#)

Led the redesign and user experience upgrade of Akounto's accounting software, moving from version 1 to 2. Simplified complex workflows for invoicing, taxation, and bank integration, and restructured the information architecture for 100+ internal pages.

#### Key Contributions:

- Redesigned sign-up, sign-in, and password recovery flows with two-factor authentication.
- Implemented a multi-language model, expanding the app to 3 languages and 10+ global markets.
- Led a team of 3 UX designers and 1 graphic designer, creating responsive designs for mobile and web.
- Designed for iOS and Android, covering 200+ modules and resolving 2,000+ design/UI issues.
- Integrated 100+ new features and optimized 1,500+ existing features.
- Spearheaded product expansion into international markets.

### UX Designer | Trekhopes

[Jan 2024 – Aug 2024](#)

[Website Link](#)

Worked on the complete website design for Trekhopes, a travel booking company offering holiday packages, flight bookings, trip planning, and more.

#### Key Contributions:

- Designed the entire UI and UX for the website, including creating a comprehensive design system and design guidelines.
- Developed a responsive design for seamless user experiences across devices.
- Created the information architecture and navigation flow to optimize the booking process and enhance user interaction.
- Collaborated with developers, content teams, and the accounting team to ensure cohesive design implementation and product functionality.

### Product Design Intern | Syska

[Jan 2022 – June 2022](#)

[Project Link](#)

Contributed to the development of 4 smartwatch projects and supported the 'Make in India' campaign with an 80% contribution to in-house product development.

#### Key Contributions:

- Played a significant role in developing the Polar SW300 smartwatch and the Syska Sports Fit app.
- Conducted user persona evaluations and restructured information architecture, resulting in a 50% improvement in user navigation speed.
- Designed over 100+ watch faces and collaborated with the core development team on product development.
- Proposed a new lighting system for the Pelican dry iron, enhancing user safety and human factors, which was adopted by the team.
- Led qualitative and quantitative research for the Pelican dry iron project, including market research and competition analysis.

### System Design Project | MIT Institute of Design (MITID) Hostel Management

[Jan 2021 – June 2021](#)

[Project Link](#)

Developed a digital application and information kiosk to streamline hostel facility management at the MITID Loni-Kalbhor campus. The project aimed to improve communication, simplify complaint registration, and provide students and staff with easy access to essential information

#### Key Contributions:

- Designed a mobile app and information kiosk to optimize hostel services such as cleaning, plumbing, and complaint management.
- Applied UX design principles, creating wireframes, prototypes, and mockups to enhance user experience for students and hostel management.
- Conducted user interviews, persona development, and user journey studies to address challenges in service coordination and communication.
- Created an intuitive interface for the information kiosk to provide students with real-time access to vital information like attendance, maintenance schedules, and fee notices.

### Freelance Designer | Decathlon India

[March 2021 – June 2021](#)

Collaborated with Decathlon Sports, creating innovative designs for sports apparel.

#### Key Contributions:

- Won first prize in the FLX T-shirt design competition, demonstrating strong design skills and creativity.
- Designed T-shirts for six IPL teams, showcasing versatility and a deep understanding of diverse design needs within the sports industry.

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[Portfolio](#) [LinkedIn](#) [Dribbble](#) [Medium](#)

## Education

### Iowa State University

#### Master's in Human-Computer Interaction

2024 – 2026

Major: Human Computer Interaction

### MIT Institute of design

#### Bachelor's Of Design (Product Design)

2018 – 2022

A-Grade

Major: Product Design

## Certification

Human-Centered Design – UC, San Diego [Link](#)

UX Research: Going Guerrilla [Link](#)

Build Wireframes and Low-Fidelity Prototypes, Google [Link](#)

Start the UX Design Process: Empathize, Define, and Ideate, Google [Link](#)

Foundations of User Experience (UX) Design, Google [Link](#)

## 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, 2018

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.

## Skills

- Human Factors • UX Research • Usability Testing
- Design Thinking • Wireframing • Interaction Design
- Information Architecture • Prototyping • Persona Development • Problem Solving • User Psychology
- Market Research • Rapid Prototyping • User Journey mapping Analysis • Wireframing • Quantitative Research • Qualitative Research • Product Testing, • A/B Testing • Responsive Design • Mobile Application • Web Portal Design

## Software

- Figma • Photoshop • Illustrator • Miro • Fusion 360
- Keyshot • Rhino • Jira • Confluence

## Extracurricular Activities

- Star Boxing Club:** Former Member
- Extreme Badminton Club:** Former Member
- Jaipur Football Club:** Former Player
- Undergraduate College Football Team:** Team Member