

Ananya Krishna Prasad

Hillsboro, OR | (971) 529-8732 | ananyaprasad.k@gmail.com | linkedin.com/in/ananya-k-ak8 |
akris152.wixstudio.com/ananya-k

Summary

Product Designer with 4 years of experience in digital platforms and hardware-integrated systems, translating complex technical workflows into intuitive solutions through user research, technical collaboration, and data-driven design. Skilled in AI-powered products, automotive systems, web/app design, usability testing, and cross-functional project management across global teams.

Education

Master of Science in User Experience Design	January 2024 - May 2025
Arizona State University, Tempe, AZ	GPA: 4.0/4.0
Bachelor of Engineering in Electronics	August 2015 - May 2019
NMAM Institute of Technology, Nitte, India	GPA: 3.47/4.0

Technical Skills

Project management: Jira, Notion, Git, Agile methodologies.

Technical Tools: C/C++, HTML5, CSS3, JavaScript, Figma, Adobe Creative Suite, Canva.

User Research: Human factors, Heuristic evaluation, User interviews, Surveys, Journey mapping, Task analysis, Persona creation, User flows, Accessibility research, A/B testing.

UX Design: Wireframes, Prototypes, Information architecture, Usability testing, Design systems, Interaction design.

Experience

Freelance	September 2024 - Present
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Lead Experience Designer

- Redesigned and rebranded an eco-travel website, improving content discoverability and navigation, resulting in a **91%** increase in task success rate during usability testing.
- Overhauled a global legacy archive website, creating streamlined information architecture, scalable design systems, and developer handoff specifications while managing Agile sprints to ensure on-time delivery.
- Led client acquisition, project scoping, proposals, cost analysis, and end-to-end UX delivery for multiple sustainability and community-driven platforms.
- Conducted competitive analysis, stakeholder interviews, and user research to define product requirements and align solutions with market needs.

The GIT Creative Agency - Arizona State University, AZ	August 2024 - December 2024
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UX Product Manager

- Directed a team of 5 designers to deliver a full redesign of the American Marketing Association Phoenix chapter website, increasing user satisfaction by **85%**.
- Presented content strategy and moodboard options to clients to align business needs and user engagement goals.
- Organized tasks and managed timelines through Slack, achieving **95%** on-time completion with Scrum process.
- Conducted design reviews in FigJam and delivered comprehensive solutions, including personas, simplified site structure, wireframes, and mockups.

LePal.ai	August 2024 - October 2024
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Lead UX Design Intern

- Led user discovery interviews, surveys, and usability testing for AI-powered mental health app, generating insights to optimize AI-human interactions for GenZ. Achieved **78%** user conversion for targeted user studies, improving app engagement by **80%** with 27-minute average session times.
- Collaborated with product manager and founders to iterate prototypes, align product direction with research insights, and present actionable recommendations that shaped the beta launch strategy.

Bosch Global Software Technologies - Bangalore, India	January 2019 - March 2023
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Senior Software Engineer

- Developed ADAS diagnostics software for corner radar systems for OEMs Daimler and Volvo Trucks, enabling accurate detection in blind spots and critical maneuvers, in compliance with ISO 26262 functional safety.
- Translated complex ADAS system requirements into actionable software specifications across global systems, engineering, and testing teams, using Agile CI/CD processes to reduce critical customer defects by **60%**.
- Optimized and automated internal tools, cutting workflow times by **40%**, and implemented a security-based Volvo diagnostic testing tool for manufacturing and testing to ensure authorized access and prevent manipulation of testing values.