

Abhipsa Panda

UX/Product | User Research | Usability Testing | Interphase Design | Human-Computer Interaction (HCI)
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[LinkedIn](#) | [Portfolio](#)

ABOUT ME

UX/Product Designer with 2+ years of experience delivering end-to-end design for AI-powered platforms, marketplaces, and service apps. Skilled in user research, wireframing, and intuitive UI for B2B and B2C products. Efficient in leveraging AI tools throughout the design process to simplify complex workflows and deliver scalable, user-centered solutions in close collaboration with founders and cross-functional teams.

SKILLS

- Design Methods** - User Research, Wireframing, Prototyping, Interaction Design, Information Architecture, Usability Testing, Heuristic Evaluation, Persona Development, Journey Mapping
- Tools & Technologies** - Figma, Adobe XD, Miro, Maze, AI Tools
- Development & Collaboration** - Agile/Scrum, Cross-functional Collaboration, AI-enhanced Design Workflows

DESIGN EXPERIENCE

11.2024 - Present	Product Designer GrowthZ.ai (Perfomacemedia), Delhi NCR, India Leading end-to-end UX and product design for an AI-integrated marketing automation platform, working across both B2B and B2C product requirements. Collaborate directly with the founder and core team from initial concept to final implementation. Utilise AI tools to enhance the UX/Product design process, boosting efficiency, creativity, and data-informed decision-making. Participate in Agile ceremonies and sprint planning for iterative product development.
05.2024 - 10.2024	UI/UX Designer Loop IT Methods, Delhi NCR, India Translated client requirements into detailed user flows and wireframing processes, contributing to the overall UX strategy and product definition.Delivered wireframes and high-fidelity UI designs for various platform modules: Marketplace (services and rentals), Create Event (event planning and organization), Connect (social and dating interaction), Experience (event discovery and booking) . Designed a towing service mobile application with emphasis on accessibility and task efficiency. Collaborated with stakeholders and technical teams to ensure cross-platform design consistency.
01.2023 - 11.2023	Jr. UI/UX Designer FloData Analytics, Delhi, India Designed a website for the European community, including an ancestry map. Created UI design for a gaming company's desktop app using modern design trends. Designed over 50 case studies, pitch decks, certificates and posters.

EDUCATION AND CERTIFICATION

01.2024 - Present	Liscences & Certifications in UX/Product Interaction Design Foundation (IxDF) Results: (GPA: Distinction)
02.2022 - 12.2022	Bootcamp in UI/UX Design The Designerrs, Bengaluru, India Results: (GPA: 3.9)
07.2017 - 07.2019	Masters in Biotechnology Indian Institute of Technology, Indore, MP, Indore, India Results: (GPA: 7.1)
05.2013 - 07.2016	Bachelors in Plant Sciences Fakir Mohan University, Odisha, India Results: (GPA: 6.8)