

URVASHI

(AHUJA) AGRAWAL

Product Strategist | Design Strategist | UX Designer

I have 6+ years of experience user experience design and research in enterprise and retail industry, where I have led and conceptualised various projects from ideas and vision to deployed releases.

With my background in psychology, design, and technology, I am an advocate for users and usability within engineering-heavy cultures, and adept at designing products that matter and sell.

SKILLS

User-centric Design
Storytelling
User Research
Product Strategy
Align and Lean UX
Personas, Empathy & Journey Maps
System Design
Information Architecture
User flows & Wireframes
Low to high fidelity Prototypes
Usability Testing
Strategic Foresight

TOOLS

Sketch, Adobe CC - Illustrator, XD, Indesign, After Effects, Invision, Excel, R-studio, Confluence, Jira, Survey Monkey, Clicktale, Google Analytics, Googleforms,

CONTACT ME

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WORK EXPERIENCE

Design Strategist - Apprenticeship Zonehaven

JAN 2020 - PRESENT | San Francisco

Facilitated the founder and BODs to create vision and strategy for the product by assessing, innovating and implementing (new) business models through market research, strategic foresight techniques and TAM model.

User Researcher - Contract YMCA Oakland

JAN 2020 - PRESENT | Los Angeles

Led an ethnographic research to make locker rooms more user-friendly, inclusive and intersectional by recommending high ROI design improvements that align the YMCA business goals with the user needs.

Design Consultant Inflexion Point

JUNE 2018 - FEB 2019 | Los Angeles

Sheperded and led the creative team of 6 designer for the retail product release - from usability and user research to design and product release, boosting app downloads by 10% within 5 months.

Senior UX Designer Tally Solutions Private Limited

JAN 2014 - DEC 2017 | Bangalore

Spearheaded the user experience for enterprise products to drive the design strategy and execution from a user-centric perspective. My role involved guiding the product vision through user research, wireframe designs, design sprints, and cross-function collaboration with product managers, engineering team. I also owned the usability testing for the product, conducting and analyzing at least 4 interviews every month.

Tally Solutions Private Limited Software Engineer

JULY 2012 - DEC 2013 | Bangalore

Developed and conceptualized the core accounting and supply-chain reporting for the enterprise product.

EDUCATION

California College of Arts San Francisco, CA

MBA DESIGN STRATEGY

May 2021 (Anticipated)

Annamalai University Chidambaram, India

MS APPLIED PSYCHOLOGY

May 2017

Chitkara Inst. of Eng & Tech Punjab, India

ELECTRONICS & COMN ENGINEERING

April 2012