

# Ankita (Anki) Nayak | Product Designer

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New York, New York (972) 467-9950

## SKILLS & TOOLS

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**Skills:** Business Strategy, Data Analysis, UX Strategy + Research, Website Design, Journey Mapping, Information Architecture, Product Design, Sketching, Wireframing, Prototyping, Interaction Design, Process Improvement, Project Management

**Tools:** Figma, Canva, Illustrator, Photoshop, Sketch, InVision, Principle, Webflow, HTML, CSS, Javascript, Salesforce, JIRA

**Languages:** Fluent in Oriya, Conversational in Hindi and Spanish

## PROFESSIONAL EXPERIENCE

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**Product Designer** – *DropShop Technologies*; New York

Feb 2023 – Present

*A local online marketplace enabling customers to shop sustainably from a curated selection of fashion retailers with 2-hour delivery.*

- Developing and managing the website UI design for the MVP soft launch target date of March 2023

**Product Designer** – *cofipass*; Remote

Jan 2023 – Present

*A marketplace of local and independent cafes, enabling discovery of work-friendly shops*

- Creating a loyalty and rewards program that uses gamification to entice cofipass users to increase engagement on the platform

**Lead Product Designer** – *Closegap Non-Profit Organization*; New York/Remote

Nov 2022 – Dec 2022

*A 501C3 organization dedicated to helping students K-12 understand their emotional health and well-being*

- Launched website redesign for the mental health check-in process for HS students leveraging Figma, Sketch, Zeplin, Illustrator
- Coordinated and conducted user research to produce key insights influencing the design phase
- Designed user personas, journey maps, user and site flows, and wireframes to translate the value prop of the proposed redesign
- Built high-fidelity prototypes to illustrate the new user flow, test with users and communicate the updated and new features

**UX Design Fellow** – *General Assembly User Experience Design Immersive*; New York, NY

Sept 2022 – Dec 2022

- 12-week, 400+ hour User Experience Design program focused on user-centered design methods, design thinking skills, team collaboration, and client relations.
- Built a portfolio of individually and collaboratively focused in-class projects; 1) Perfect Fit – a native iOS app to help home chefs use their leftover groceries smarter 2) WheatPaste – a mobile web app to discover underground live music events and build community with other fans

**Business Development Representative** – *WorkRamp, Inc.*; Remote

Feb 2022 – July 2022

*A Series C B2B LMS company powering learning as a growth engine for today's top orgs, founded by Y Combinator graduates in W15*

**Financial & Business Associate** – *Episode Six, Inc.*; Austin, TX/Remote

Aug 2020 – Nov 2021

*A Series B B2B fintech company building financial journeys that leverage real-time payment & value transfer across the globe*

- Reported directly to C-Suite on strategic initiatives related to business development and financial planning for business growth
- Collaborated with global Sales team, Creative/Marketing and Product on seven RFP/RFI proposals by creating pitch decks, assembling cross-departmental work, and managing project deadlines to secure clients in EMEA and APAC
- Created product marketing collateral for the global sales team to provide initial client prospects with the E6 value proposition
- Designed initial lead generation process to provide 10+ promising leads weekly to each sales rep across the global sales team resulting in a 10% increase in new business for 2021
- Analyzed and drafted term sheets and contracts for global sales team including project costs, billing structures, and timelines
- Researched inefficiencies and implemented key automated cross-departmental processes yielding in approximately a 100+ hours of manual labor saved weekly
- Held key relationships with three of the largest payment networks in EMEA to grow E6 brand recognition by publishing whitepapers, blog posts, and a webinar series to a new audience of 100K+ members in the fintech community

**Global Markets Management & Strategy Team Analyst** – *The Goldman Sachs Group, Inc.*; Dallas, TX

Mar 2020 – Aug 2020

- Collected and presented key business insights through data analysis of KPI metrics and trends on revenue and sales for a ~\$1.4 billion global foreign currency and emerging markets business.
- Oversaw monthly revenue transfers of about ~\$10m among asset classes by creating analytical dashboards to increase transparency and accuracy for month end reporting

**Corporate Loan Servicing Operations Analyst**

Jul 2018 – Mar 2020

- Enabled GS to provide capital financing to corporate clients in technology, energy, pharmaceuticals, and consumer goods

## EDUCATION

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**The University of Texas at Austin**

Bachelor of Business Administration, Finance

May 2018

Focus: Investment Management; Minor: Communications

**General Assembly: User Experience Design**

**Immersive**

Focus Areas: UX Strategy, Interaction & Service Design

Sept 2022 - Nov 2022

