

# Ankur Khatal

## Senior Product Designer

With 7 years of experience in design industry; leveraging technical expertise and driving user-centered design efforts. Achieved a 20% increase in user engagement and optimised design processes, leading to a 30% boost in efficiency.

### WORK EXPERIENCE

#### Neilson Financial Services Limited, Dublin, Ireland

*Global specialist provider of life insurance.*

##### Product Designer - UI/UX, Design Systems 12/2020 – Present

- Ensured the design system stays current with evolving standards, resulting in a 20% improvement in design consistency and efficiency.
- Collaborated closely with diverse teams to seamlessly integrate design components, achieving a 95% alignment with project goals and reducing rework by 30%.
- Documented essential design specifications, patterns, styles guides, and best practices, empowering teams and nurturing a culture of design excellence, leading to a 50% reduction in design-related errors and iterations.
- Crafted detailed prototypes, improving product journey visualisation and quality improvement by 30%.
- Conducted product experience design review sessions, fostering a 25% increase in collaborative and constructive feedback efficiency.
- Defined and refined the information architecture of products, collaborating with software engineers to ensure seamless integration and functionality.
- Conducted routine audits and reviews to check product strategy with product managers, validate ideas which driving a 25% boost in design system performance and effectiveness.
- Offered valuable guidance and support to designers and developers, resulting in a remarkable 90% adoption rate and a 40% acceleration in design and development cycles.

#### Freelance/Self Employed, Dublin, Ireland

*Serviced AI and Finance companies.*

##### UI/ UX Consultant - UI Design, Workshops, Branding 06/2018 – 11/2020

- Spearheaded design thinking workshops, emphasising user centric design for web and mobile apps, leading to a 30% increase in user engagement.
- Played a pivotal role in a high-profile government project, the National Education Policy 2020, impacting over 2.5 million students.
- Led UI design with a strong focus on user centric design principles, resulting in a 50% increase in project efficiency and effectiveness.

#### Krxi Ideas and Technology Solutions, Pune, India

*Design agency start up specialising in Web Design, Branding and Animation.*

##### UI/UX/ Graphic Designer 03/2016 – 04/2018

- Team Collaboration: Expertly collaborated with a global, multidisciplinary team to deliver innovative web design and development projects.
- Project Leadership: Managed 5+ major projects, achieving a 70% client retention rate and a 20% growth in client accounts through timely delivery.
- Innovative Design: Created prototypes, micro-sites, and interactive user experiences, driving enhanced user engagement.

### PREVIOUS EXPERIENCE

#### Digital Designer, University College Dublin, Dublin, Ireland 06/2018 – 09/2019

### CONTACT

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- [linkedin.com/in/ankur-khatal/](https://www.linkedin.com/in/ankur-khatal/)

### SKILLS

#### Hard Skills:

- Design Systems
- User Interface Design
- Wireframing
- Customer Journeys
- Prototyping
- Information Architecture
- Branding

#### Techniques:

- User Experience Research
- Product Management
- Stakeholder management
- Usability Testing
- Interaction Design

#### Tools and Software:

- Figma
- Storybook App
- Token Studio
- Adobe CC (Photoshop, Illustrator, InDesign, Premiere Pro)
- FramerX
- Webflow
- Trello/ Jira
- HTML/CSS/Javascript

#### Languages:

- English (Native)
- Hindi (Native)
- French (Elementary)

### EDUCATION

#### University College Dublin.

**2:1 Second Class w/honors**

MSc Digital Innovation

(Information Systems)

Dublin, Ireland

08/2018 - 08/2019

#### Savitribai Phule University

**1:1 First Class w/honors**

Bachelor of Engineering

Computer Science

Pune, India

07/2013 - 08/2017

**Visa: Stamp 4 (Right to live and work, without sponsorship)**