

ANOUSHKA PURANIK

PRODUCT (UI/UX) DESIGNER & RESEARCHER

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 NY, USA | Open to relocation

ABOUT ME

Product (UI/UX) designer & researcher who crafts human-centered solutions for complex enterprise and healthcare products, with a strong focus on AI-assisted workflows and accessibility. I blend rigorous user research, strategic product thinking, and polished interaction design to turn stakeholder needs into usable, delightful interfaces. Comfortable owning concept-to-launch delivery, documenting design systems, and partnering closely with engineers to ensure high-quality implementations. I bring empathy-driven problem solving and a bias for iterative testing to drive clear outcomes for users and businesses.

EDUCATION

Rochester Institute of Technology

Master's of Science (Human Computer Interaction)
May 2025

Savitribai Phule Pune University

Bachelor's of Engineering (Information Technology)
May 2021

SKILLS

- Qualitative Research
- Product Requirement Documentation
- Thematic Coding
- Usability Testing
- Focus Group Interviews
- User Journey Mapping
- Card Sorting
- User Personas
- Information Architecture
- Heuristic Evaluation
- A/B Testing
- Interaction Design
- Prototyping
- Design System
- Wireframing
- Accessibility Design
- Agile Collaboration

TOOLS

- Figma, FigJam, Adobe Creative Suite, Miro, Fusion 360
- Atlas.ti, Otter.ai, NVivo, Qualtrics
- JIRA, Confluence
- FigmaMake, Claude
- HTML, CSS

WORK EXPERIENCE

Jun '24 - May '25 **ROCHESTER REGIONAL HEALTH**
PRODUCT (UI/UX) DESIGNER & RESEARCHER

- Improved nursing onboarding and digitized paper workflows by leading concept-to-launch UX strategy for a HIPAA-compliant nursing competency web app; translated stakeholder and nurse insights into a prioritized product roadmap.
- Accelerated design-to-development delivery and ensured consistent UI behavior by producing Figma wireframes, interactive prototypes, and a documented design system; led usability testing across orientee, preceptor, and leader roles to validate design decisions.

Sep '23 - Mar '25 **ROCHESTER INSTITUTE OF TECHNOLOGY**
PRODUCT (UI/UX) DESIGNER & RESEARCHER

- Advanced human-AI collaboration and researcher trust by leading a funded user research study and designing a transparency-first UX for AI-assisted thematic analysis.
- Boosted analyst efficiency and clarity by designing a multimodal data visualization dashboard and iterative AI interaction model informed by testing and researcher feedback.

Jan '23 - May '23 **EAGLEVIEWS**
UX RESEARCHER

- Reduced friction in the B2B checkout experience by uncovering and prioritizing usability issues through targeted in-person testing with domain users.
- Turned research observations into actionable UX recommendations and handoff artifacts for product and engineering teams to implement.

Jul '21 - Jul '22 **APPARRANT**
PRODUCT (UI/UX) DESIGNER & RESEARCHER

- Improved e-commerce usability and accessibility for low-literacy users by applying WCAG-driven design, persona-led information architecture, and mobile-first patterns.
- Secured stakeholder alignment and rollout approvals by presenting research-backed design proposals and clear implementation guidance to executive leadership.

PUBLICATION

Puranik, A., Chen, E., Peiris, R. L., & Kong, H.-K. (2025). Not a Collaborator or a Supervisor, but an Assistant: Striking the Balance Between Efficiency and Ownership in AI-incorporated Qualitative Data Analysis.

[Link to paper](#)