Anoushka Puranik

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Product Designer with 4+ years of owning end-to-end UI/UX design and research for B2B, B2C, AI and SaaS applications. Proven success in driving product strategy with requirement gathering, usability testing, and cross-functional collaboration.

WORK EXPERIENCE

Rebecca Everlene Trust Company — *Rochester, NY*
Product Designer — *Jul 2025 - Present*
- Lead UI/UX design for a GPS-based educational virtual pet game, shaping both child and parent experiences that **increased real-world exploration by 30%** while improving gameplay clarity and safety.

Rochester Regional Health — *Rochester, NY*
Product Designer — *Jun 2024 - May 2025*
- **Owned 0-1 UI/UX strategy** of a HIPAA-compliant nursing competency web application, serving **3,000+ nurses** across 12 hospitals, **reducing onboarding process by 57%** and digitizing paper workflows.
- **Translated business and user requirements** from **47+ stakeholder and nurse interviews** into an actionable **product roadmap** that aligned training standards with real clinical workflows.
- Spearheaded end-to-end UX conceptualization, designed and **shipped 60+** wireframes, mockups, user flows and interactive prototypes in Figma for multi-platform use, **accelerating design approval by 23%**.
- **Initiated and led 12 structured usability testing sessions** with nurses across three user roles (orientee, preceptor, leader), resulting in **36% faster task completion** and uncovering critical insights to optimize interface behavior.
- **Led and collaborated** with engineering teams using JIRA, reducing design-to-development **handoff time by 41%** by documenting design system and logic workflows to guide frontend and backend development in an **Agile** methodology.

Rochester Institute of Technology — *Rochester, NY*
Product Designer & Researcher — *Sep 2023 - Mar 2025*
- **Led a NSF-funded user research study** on **human-AI collaboration** in qualitative data analysis with 16 experienced researchers, **reducing qualitative analysis time by 28%** and improving trust in AI-supported workflows.
- **Conceptualized** a transparency-focused UI/UX, for theme generation and analysis, powered by explainable AI and NLP models, led to **24% improvement** in researchers' ability to distinguish AI assistance from human insights.
- Designed a high-density **multimodal data visualization dashboard** and **AI interaction model** for ChromaScribe through A/B testing, setting a new efficiency benchmark for **human-in-the-loop AI workflows.**

EagleView — *Rochester, NY*
UX Researcher — *Jan 2023 - May 2023*
- **Planned and conducted 7+ in-person usability testing** with civil engineers using EagleView's property data platform, focusing on friction points in the **checkout flow for B2B users** in construction and surveying.
- **Identified and prioritized 13 usability issues** through heuristic evaluations and direct observation, translating research insights into actionable UI/UX recommendations leading to a **10% reduction in cart abandonment.**

Apparrant Technologies — *Pune, India*
Product Designer — *Jul 2021 - Jul 2022*
- Designed end-to-end UI/UX for **3+ e-commerce apps,** applying WCAG standards, user personas, and information architecture to improve usability across mobile and web platforms, resulting in an **increase in user retention by 32%.**
- Presented UX research insights and design proposals to the Board of Directors of client companies, **earning stakeholder buy-in** and enabling rollout for critical product improvements that **increased adoption** among low-literacy users by **18%.**

PUBLICATIONS

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**

EDUCATION

Rochester Institute of Technology — *Rochester, NY*
Master's of Science (Human Computer Interaction) — *May 2025*

SKILLS

Research: 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.

Design: User Experience Design, User Interface Design, Interaction Design, Prototyping, Design System, Feature Prioritization, Wireframing, User Task Flow, Accessibility Design, Agile Collaboration, Design Thinking.

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