

Ananya Nuggehalli

User Experience Designer

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SUMMARY

UX Designer with 5 years of experience creating cross-platform consumer experiences. I'm passionate about using research to reveal user needs, clarify information architecture, and influence product decisions, from reframing navigation strategies to validating multiple-task pathways that reshape organizational thinking. Adept at absorbing new industries, applying transferable insights, and turning behavioral data into accessible, scalable product solutions supported by design systems.

WORK EXPERIENCE

User Experience Designer

Bank of Oklahoma | Remote

May 2025 - Current

Financial Services

- Orchestrated end-to-end design strategy for consumer banking platforms by influencing cross-functional stakeholders to adopt unified Information Architecture standards, safeguarding usability consistency across web and mobile ecosystems.
- Spearheaded the unified navigation strategy across consumer banking and marketing by synthesizing tree testing and mixed-methods to diagnose restrictive task flows, driving a pivot to multi-path workflows that lifted engagement by 33% (45% to 60%) and reduced drop-offs by 12%.
- Reframed the credential recovery strategy to prioritize user autonomy, implementing Material 3 system rigor to resolve high-friction blockers and slashing related support tickets by 20%.
- Championed UX integrity for iOS 26, leveraging color accessibility audits and risk assessments to negotiate strategic trade-offs that prioritized high-impact updates.

User Experience Designer

Transformations Community | Remote

Aug 2022 - May 2024

Academic Nonprofit

- Directed the end-to-end internal tools strategy by synthesizing Double Diamond methodologies and journey mapping to diagnose workflow bottlenecks, driving a structural redesign that reduced delivery timelines by two weeks and accelerated partnership acquisition.
- Operationalized strategic decision-making by architecting a centralized intelligence dashboard integrating Google Analytics and Looker Studio, empowering leadership to secure funding through data-informed resource allocation.
- Championed the platform modernization strategy by implementing responsive React frameworks and SEO best practices to safeguard accessibility, driving a 14% increase in user engagement.

Frontend Software Engineer

Sound Publishing Inc. | Everett, WA

Jul 2021 - May 2022

Newspaper Publishing Group

- Built scalable subscription interfaces across 35+ publications by conducting competitive benchmarking and implementing design tokens to unify UX patterns, contributing to a 10% lift in subscription rates while maintaining brand flexibility.
- Optimized customer-facing web solutions by applying HCI principles and SEO best practices, utilizing Google Analytics and Looker Studio to validate usability improvements and communicate business impact to stakeholders.

Project Manager - Internship

Windward Studios | Boulder, CO

Mar 2020 - Apr 2021

B2B SaaS Technology

- Conducted foundational user research by developing personas and journey maps to translate customer needs into prioritized feature requirements, contributing to a 5% increase in sales growth for desktop applications.
- Supported the software development lifecycle by coordinating Agile workflows and partnering with engineering teams to identify and resolve blockers, ensuring the timely delivery of successful product launches.

SKILLS

Design Strategy & Leadership: Mixed-Methods Strategy, Stakeholder Management, Product Discovery, KPI Definition, Agile, Design Thinking, Double Diamond, User-Centered Design (UCD)

UX Research & Analysis: User Interviews, Usability Testing, Tree Testing, Heuristic Evaluation, Competitive Analysis, Journey Mapping, Behavioral Analytics, Benchmarking, Information Architecture

Interaction & UI Architecture: Design Systems Architecture, Wireframing, Prototyping, User Flows, Interaction Design, Responsive Web Design, Storyboarding, Accessibility (WCAG)

Platforms & Guidelines: Google Material Design 3, Apple Human Interface Guidelines (HIG), iOS/Android Standards

Tools & Technologies: Figma, Maze, Jira, Confluence, Google Analytics, Looker Studio, React, HTML/CSS, Design Tokens

EDUCATION

M.S. in Creative Technology and Design

University of Colorado, Boulder

B.S. in Computer Science

University of Colorado, Boulder