

Akanksha Hirokawa

Product designer

EXPERIENCE

MYOB Senior Product Designer May 2024 - Present

- Led the designs for the banking feature of a new accounting app for Sole traders

Propel Ventures Senior Product Designer Jan 2024 - Feb 2024

- Led the cross-platform designs for a banking website and mobile app that filled the gaps exposed by current core banking solutions. The designs included CDR capability that would allow users to view and use data from other financial institutions within this system.
- Led the designs for an AI-powered fashion tool that would accelerate the design process for new, in-trend fashions.

Granicus Product Designer Jan 2022 - June 2023

- Led the end-to-end designs (from discovery through to delivery) of in-demand features.
- Worked closely with the dev team during implementation of these features.
- Supervised the research and design of other in-demand features for other products within the Granicus organisation.
- Mentored senior designers on how best to approach discovery practices in their projects.

AIA Australia UX Designer Mar 2021 - Jan 2022

- Led the successful design and testing of new features in the AIA Vitality app - a health and wellbeing app for AIA insurance customers.

PeakXD UX Designer Oct 2016 - Nov 2020

- Used skills across the double diamond to deliver projects on time and to client satisfaction. Worked with a multitude of industries including higher education, local, state and federal government departments, transport, utilities and telcos, not for profits, travel and tourism etc.
- Successfully led the brainstorming, ideation and concept generation (in a design thinking framework) of new digital products and solutions for various clients.
- Successfully delivered projects that helped our clients improve bounce rates, reduce calls to their call centres and increase digital participation, amongst others.

EDUCATION

Masters in Interaction Design University of Queensland 2014 - 2015

Bachelor, Media and Communication Symbiosis University 2009 - 2012

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SKILLS

I am highly adept at **research, design** and **testing**. I also enjoy writing detailed **functional specifications** for my designs that devs find useful.

I have experience working in Agile environments, and love working with multidisciplinary teams to bring ideas to life.

Software I'm familiar with:

- Figma
 - Illustrator
 - Miro
 - Mural
 - Optimal Workshop
 - Askable
 - Jira
 - Confluence
 - Condens
 - HTML & CSS
- I have worked with many different prototyping tools and frameworks, this is just a list of my favourites. If you use a different prototyping tool that works well in your established workflow, I would be happy to use it.

RESIDENCY STATUS

Located in **Melbourne, Australia**

Australian citizen