Devanshi Thakkar

🔗 devanshithakkar.com

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📞 (617)-816-3124

Designing scalable, human-centered experiences through **empathy**, **systems thinking**, and **inclusive design**.

Work Experience

Product Designer

AvidXchange, Inc. Mar 2025 - Present
- Designed and delivered scalable, accessible UI components and patterns adopted across multiple product teams.
- Led A/B testing initiatives to validate design hypotheses and increase component adoption.
- Facilitated LoopSpace, a company-wide accessibility forum; partnered with product, engineering, and content teams to ensure WCAG compliance.
- Working on developing an AI-powered agent for accessibility audits and training, enhancing team capabilities.
- Improved internal service portal usability through user research, wireframing, and high-fidelity UI design.

Associate Product Designer

AvidXchange, Inc. Aug 2022 - Mar 2025
- Helped establish the Lydia Design System by integrating accessible UI patterns and comprehensive design documentation.
- Led the implementation of zeroheight documentation and collaborated with developers on Storybook integration.
- Collaborated with product, engineering, and research teams to bring lo-fi and hi-fi design concepts to life in mission-critical workflows

Digital Media Assistant

Northeastern University Jan 2021 - Jul 2022
- Designed and developed digital experiences for Boston-based civic clients.
- Increased web engagement by 30% through research-driven content and design.
- Led end-to-end UX from journey mapping to prototyping and testing.

Social Media Executive

Ethinos Digital Media Jun 2017 - Feb 2019
- Created digital campaigns for major B2B, B2C, and NGO brands.
- Worked closely with UI/UX teams to deliver integrated content and interface solutions.

Sr. Sales Manager

Star Health Insurance — Sep 2012 – Jun 2016
- Managed and trained 100+ insurance agents; led regional brand campaigns.

Educational

Northeastern University | May 2022
Digital Media- Interaction Design

Mumbai University | May 2017
Masters in Management Studies - Marketing

Mumbai University | May 2015
Bachelor in Commerce

Skills

Design Tools
Figma, Zeroheight, Adobe Suite, Miro, Storybook, Jira, Procreate, Azure DevOps, Lucid.

UX & Product Design
Design Systems, Accessibility (WCAG), AI-Powered UX Solutions, A/B Testing, UX Writing, Research Synthesis, Wireframing, Prototyping, Interaction Design, Visual Design, Usability Testing.

Research Methods
Contextual Inquiry, Usability Testing, Surveys, Cognitive Walkthroughs, Ethnography, Quantitative & Qualitative Research

Web Deevelopment
HTML, CSS, JavaScript (basic proficiency), CMS: WordPress, Webflow

Certifications

- Using AI in design process | 2025
- Human Computer Interaction for UX | MIT 2024
- Introduction to Accessibility | Edx 2024
- How To Design For Accessibility for UX Designers WCAG 2.2 | 2024
- Google UX Design Certificate | 2022
- Growth-Driven Design - Hubspot | 2022
- Fundamentals of Digital Marketing - Google 2020