

Akshay Rawat

T-shaped designer with 5+ years of product design, research, and process design experience who enjoys exploring what-ifs.

DESIGN EXPERIENCE

Foundation Studio – Senior Designer

Designing zero-to-one solutions for lean startups by operating at the intersection of product design, user research, and system's thinking.

Remote – Jun '23 to Present

Genemod – Product Designer

Enabled Genemod to close its highest-to-date fundraising round of \$4.5M by redesigning electronic lab notebooks and lab inventory systems that scientists at biotech and pharma companies use to plan, conduct, and manage preclinical research studies.

Seattle, WA – Feb '23 to Jun '23

Cedar – Product Designer

Investigated motivations fueling patients' pre-medical visit payment behaviors by driving a 6-week qualitative study at a healthcare fintech platform that reduces administrative friction for providers, payers, and patients. Findings defined user mind-sets and design principles and influenced product roadmap.

New York, NY – Jun '22 to Aug '22

Click & Pledge – Product Designer

Drove 14% decrease in customer support requests by leading a mixed methods study for an online fundraising platform with 20k+ causes and \$1B+ in donations to identify service gaps and improve usability and accessibility of Connect, the latest iteration of Click & Pledge's peer-to-peer fundraising service.

Drove 23% increase in free trials and 5% increase in subscriptions by redesigning the fundraising platform's sign-up user journey. Ran 6 competitive analyses, simplified product portfolio, overhauled UX through in-person user interviews and heat maps, prototyped designs, and co-developed website.

Hybrid – May '17 to Aug '17 & Jan '22 to Jun '22

PwC – Senior Associate / Process Designer

Saved 100+ hours of turnaround time, communication overhead, and margin of error per client by developing an app for financial data reconciliation & analysis. Defined project requirements, ran in-person stakeholder interviews, and iteratively developed an end-to-end, user-centric solution that simplified data extract-transform-load, reconciliation, and analysis down by 67%.

Enabled on-time and within-budget delivery for 83% of the PwC Digital Risk Solution team's portfolio by introducing a cross-functional project planner to minimize knowledge gaps, increase transparency, and reduce comms overhead. Now deployed at 5 offices globally.

San Francisco, CA – Sep '18 to Jul '21

RESEARCH EXPERIENCE

Radicle: Reimagining Food Systems – Researcher

Designed a service at the intersection of food wastage, climate-smart agriculture, and environmental stewardship for small- and mid-sized growers, and everyday consumers. Study involved (1) explorations through literature reviews, field research, user interviews and surveys; (2) ideation through interdisciplinary co-design sessions; and (3) validation through narrative prototyping and concept testing.

Seattle, WA – Jan '23 to Jun '23

Future of Wearable Sports Tech – Researcher

Investigated autonomy of personal health data in sports and its privacy implications through speculative design and attitudinal research methods, including surveys, user interviews, and focus groups. Findings being synthesized into design heuristics and research paper for CHI '24.

Seattle, WA – Jan '22 to Jun '22

Empathyz: UW ADHD Study – Researcher

Examined how university students with ADHD can be better supported academically and socially through an 8-week user-centered design sprint, including surveys, semi-structured interviews, contextual inquiries, diary studies, rapid prototyping, and usability studies.

Seattle, WA – Sep '21 to Dec '21

EDUCATION

University of Washington, Seattle '23

M.S. in Human Centered Design & Engineering. Completed a 3-week sprint in Experience Design at the University of the Arts, Creative Computing Institute in London, UK.

Virginia Tech '18

B.S in Business Information Technology with minors in Industrial Design and International Business.

TOOLBOX

Design

Brainstorming
Wireframing
Rapid Prototyping
Info. Architecture
Co-design

Research

User Interviews
Contextual Inquiry
Affinity Mapping
Concept Testing
Usability Testing

Methods

Interaction Design
Experience Design
Speculative Design
Service Design
Transition Design

GET IN TOUCH

Browse my portfolio at www.akshayrawat.io (password: CedarLikeDWood), and reach me at hiakshay@uw.edu, +1-512-960-0422, or www.linkedin.com/in/rawatakshay/.