

# Akshay Walia

UX-Focused Web Designer & Developer

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## WORK EXPERIENCE

### UX Designer & Web Developer

**HiddenGem Media** Feb 2025 - May 2025

- Designed and developed high-converting WordPress websites using Elementor Pro, ensuring seamless user experiences across desktop and mobile.
- Translated Figma designs into fully responsive web pages, optimizing layouts for performance and conversion.
- Integrated Property Management Systems via APIs to enhance booking functionality for vacation rental clients.
- Applied technical SEO strategies, including Core Web Vitals optimization and metadata structuring, to improve site visibility.

### UX Designer (Web & Ecommerce Development)

**Mosaic North America** Jan 2022 - Dec 2024

- Conducted comprehensive user research to understand business needs and customer behavior.
- Developed high-fidelity prototypes for e-commerce websites using Figma.
- Performed user testing and iteratively refined products based on user feedback.
- Developed and maintained e-commerce websites by integrating Figma designs into Shopify, Square, WordPress, Wix, Squarespace, and Ecwid by Lightspeed platforms.
- Educated clients on marketing strategies, search engine optimization, shipping logistics, and inventory management to successfully launch online stores.
- Assisted businesses in driving growth and achieving their e-commerce objectives.

### UX Visual Designer (Design System)

**OpenText** Jan 2021 - Dec 2021

- Worked on OpenText's User Experience Design System, supporting over 100 products across 12 product units.
- Instrumental in converting an icon library of 1500+ assets to Figma Components, increasing design team efficiency and reducing development errors.
- Redesigned the Design System homepage under the guidance of the Lead Designer, improving user experience, responsiveness, and accessibility.
- Authored numerous pixel-perfect design specifications in Figma and in-house CMS, ensuring cross-product consistency.

### UX & UI Designer

**Communitech** Sep 2020 - Dec 2020

- Leveraged UX to revitalize local main street businesses in Ontario by designing User Experience for customers.
- Followed the Design Thinking approach for problem solving for Restaurants, Salons, Clinics and others, all experiencing business interruptions due to the COVID-19 pandemic.
- Created customer journey maps and redesigned the user flow. Did user testing and designed the mockups in Figma. Handed over the designs to the engineering team.

## Education

**Post Grad Diplomas:**

**Interactive Media Management - UX & UI**

2019-20

**Computer Applications Development**

2018-19




**Bachelor's Degree, Computer Science Engineering**

2011-15

## Key Skills

Visual Design  
Prototyping  
HTML and CSS  
Wire-framing  
UX research  
Branding

## Software Skills

 Since 2020  
 Since 2015  
 Since 2015

## Other Skills

Digital Marketing  
Search Engine Optimization  
WordPress & Elementor  
Shopify  
Wix  
SquareUp  
Canva