

Akhil Anil

UI UX Designer

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Experience

Reward360

May 2024 - Aug 2024

Bangalore, India

- Designed HDFC Bank's One Smart Buy platform, enhancing user experience for HDFC Bank cardholders.
- Created an intuitive interface for managing and maximizing reward points.
- Facilitated the discovery of exclusive discounts on a variety of products and services.
- Achieved a 20% increase in productivity across One SmartBuy, Melinna, and Regalia platforms, contributing to a 20 lakh (2 million) increase in loyal customers and significant traffic growth to the website.

Saasvaap Techies

Dec 2021 - Feb 2024

Trivandrum, India

- Led the redesign of the Fifth Wheel Spare Parts Software Mobile App, resulting in a 25% increase in users and revenue post-launch.
- Collaborated with a large-scale energy production client to deliver intuitive and engaging dashboard designs, boosting productivity by 30% and reducing costs.
- Spearheaded multiple UI/UX design projects, conducting comprehensive user research, usability testing, and iterative design improvements.
- Played a key role in redesigning the company website and developing a web-based HR management application, enhancing brand image and improving HR functionality by 40%.

Freelancing

India

- Developed a pet adoption app from inception to a functional prototype for a Malta-based startup.
- Worked on various projects focusing on user experience and interactive designs.

Education Qualification

B.A English Language and Literature

Mar 2015 - Jan 2019

Milad-E-Sherif Memorial (MSM) College, Kerala

Skills

Rapid Prototyping

Design Research

Sketching

Interaction Design

UI Designing

Wireframing

Storyboarding

Design Ideations

Interaction Design