



Amritha Preetha Anil

UX Designer solving complex problems with simple interactions

Professional Overview

I'm just starting out as a UX designer, but I'm already passionate about turning user needs into intuitive, meaningful experiences. I bring curiosity, attention to detail, and a research-driven mindset to every project.

Research

UI Design

Prototyping

User Testing

Prototyping Tools

Certificates & Achievements

Foundations of UX Design

Google Career Certificate · 2021

[View Certificate](#)

UX Design Process

Google Career Certificate · 2023

[View Certificate](#)

UX Research & Early Testing

Google Career Certificate · 2025

[View Certificate](#)

Unit Testing in React.js

Coursera · 2025

[View Certificate](#)

React Basics

Meta · In Progress

Personal Passion



Weekend Sketches

Sketching helps me see. It sharpens my eye for detail and keeps my creative instincts grounded, just like good design should.



Scent & Sensibility

I'm drawn to the layers, balance, and emotion behind a well-crafted fragrance. It is storytelling through subtle detail.



Matcha Rituals

The quiet ritual of making matcha reminds me to slow down, stay present, and design with intention.

My work is shaped by more than just tools and techniques — it's shaped by the things I care about. Whether it's sketching on the weekends or getting lost in the quiet details of everyday life, the more grounded I am outside the screen, the more empathy and clarity I bring into my designs.

Fun Projects & Learning

Aesthetic Egg Timer

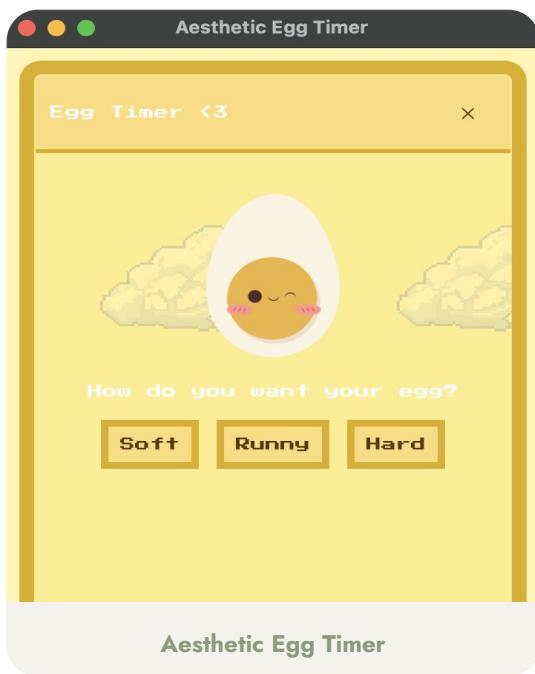
Desktop UI Experiment · React + Electron

A retro pixel-art style egg timer with three preset options, soft, runny, and hard. Built with React for the timer logic and UI, then packaged using Electron to run as a lightweight desktop application with a playful, nostalgic aesthetic.

React Electron UI Design Desktop App Pixel Art

What I learned

How to combine React logic with Electron to create a desktop app, structure timer-based state effectively, and design a clear, fun interface without overcomplicating functionality.



Aesthetic Weather App

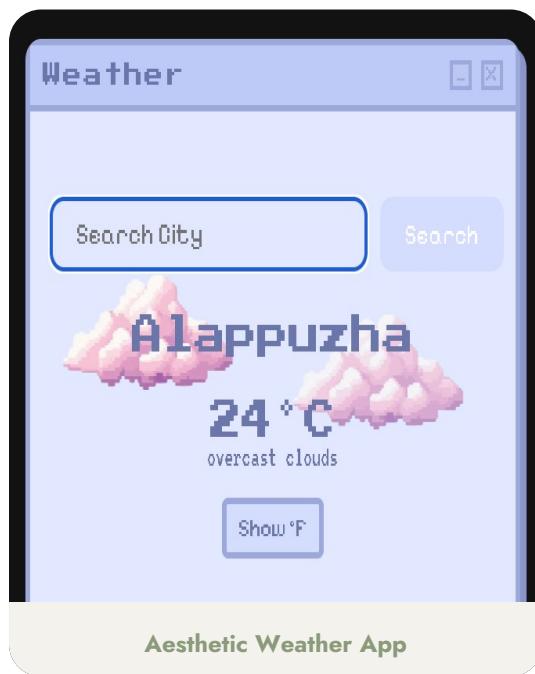
API-Based Frontend Project

Created an aesthetic weather application inspired by the Egg Timer's visual style. The app fetches real-time weather data from the OpenWeatherMap API and supports city-based search, a custom color palette, and clear loading and error states.

API Integration Frontend UI Design Async States

What I learned

Working with real-time data requires thoughtful handling of loading and error states. Consistent visual design helps make technical features feel friendly and approachable.



Portfolio

Case studies detailing my design workflow, from understanding persona definition to solving problems and delivering thoughtful outcomes.

UX Design

E-Commerce

UI Interaction

Virtual Perfume Assist

A concept designed to explore how digital tools can guide customers through more personalized beauty choices, making fragrance selection intuitive and engaging.

scent valley

E-commerce Case study

Virtual Perfume Assist

A Case-Study on how we have helped an e-commerce platform to increase the sales by adding a virtual assistance feature to select their signature scent



The Problem: "I Can't Smell Through My Screen!"

A leading online fragrance retailer faced challenges with high cart abandonment rates due to customers' inability to sample scents virtually. Our solution transformed their business model and customer experience.

Make fragrance discovery effortless, personal, and visually engaging.



Timeline
4 weeks



Team
2 UX Designers, Data Scientist, Perfume Analyst



Results
35% revenue increase, 42% lower cart abandonment, 88% user satisfaction

The Challenge

Fragrance e-commerce faces a unique challenge: customers cannot sample scents before purchasing, leading to:

- High cart abandonment rate (68%)
- Excessive product returns (23%)
- Customer hesitation to try new fragrances
- Limited personalization in recommendations

Our Solution

We developed an AI-powered Virtual Perfume Assistant that:

- Uses ML to analyze customer preferences and purchase history
- Creates detailed scent profiles with visual representations
- Offers personalized recommendations with 92% accuracy
- Provides interactive "scent journey" visualization

Design Process**UX RESEARCH**

Brand Research

Competitor Research

Audience Research

Reference Search

**PROTOTYPING**

Web Structure

Mood Board

Wireframes

Interactive Prototype

**UI DESIGN**

Visual Concept

Design System

UI-Kit / Components

Adaptive Design

Animation

**TESTING**

Usability Testing

Gathering Feedback

Key Features**Scent Profile Builder**

- Interactive questionnaire that helps users identify their fragrance preferences through visual and descriptive choices.
- Visual mood board selection
- Preference sliders for scent intensity
- Memory-based scent associations

Virtual Scent Visualization

- Innovative visual representation of fragrance compositions using color, shape, and animation.
- Interactive 3D scent pyramid visualization
- Color-coded note families
- Time-based evolution simulation

AI Recommendation Engine

- Sophisticated algorithm that matches user preferences with fragrance notes and composition data.
- Machine learning model trained on 50,000+ fragrance profiles
- Contextual recommendations based on season and occasion
- Continuous learning from user feedback

Social Scent Discovery

- Community features that allow users to share and discover fragrances through social connections.
- Fragrance collections and wishlists
- Scent compatibility with friends
- Influencer fragrance recommendations

Impact & Results

**37%**

Revenue Increase

**42%**

Reduced Cart Abandonment

**89%**

User Satisfaction

Implementation Process

1

Discovery & Research

We conducted extensive research on fragrance composition, consumer behavior, and existing digital scent technologies.

- User interviews with 50+ fragrance enthusiasts
- Competitive analysis of 12 fragrance retailers
- Collaboration with perfumers for scent mapping

2

Design & Prototyping

We created a design system that translated olfactory concepts into visual language, focusing on intuitive interactions.

- Development of scent visualization system
- Interactive wireframes and user flows
- Usability testing with 25 participants

3

Development & Integration

Our technical team built the AI recommendation engine, integrated it seamlessly with existing e-commerce platform.

- Machine learning model development and training
- API integration with inventory management
- Performance optimization for mobile devices

4

Launch & Optimization

We implemented a phased rollout strategy with continuous monitoring and optimization based on real user data.

- Beta testing with 500 loyal customers
- Iterative improvements based on analytics
- Full launch with marketing campaign

UX Design

Food & Beverage

Scheduling Order

Mobile Coffee Ordering App

A coffee ordering experience that lets users customize their drinks and schedule orders ahead of time, minimizing wait times and friction.

Coffee Club Member

Food & Beverage App Case Study

Mobile Coffee Ordering App

A case study on designing a mobile coffee ordering app that uses user personas and wireframes to reduce wait times and order errors through customization and scheduled pickup.



The Problem

"Peak-hour queues and unclear customization communication slow down ordering and cause avoidable errors."

The Solution

"A mobile ordering system that aligns customization, scheduling, and tracking to improve ordering accuracy and reduce in-store congestion."

User Persona



Jackie Collins

26, Graphic Designer

📍 Brooklyn, NY

💼 Creative Professional

☕ Daily Coffee Drinker

About

Jackie starts every workday with a specialty coffee from her favorite local shop. She's particular about her order (oat milk latte, extra hot, light foam, one pump vanilla) but often finds herself waiting in long lines during morning rush hour. She's frustrated when baristas get her order wrong after waiting 15 minutes.

Goals

- Get her perfect coffee without waiting in line
- Ensure her customizations are accurate every time
- Save time during busy mornings before work

Pain Points

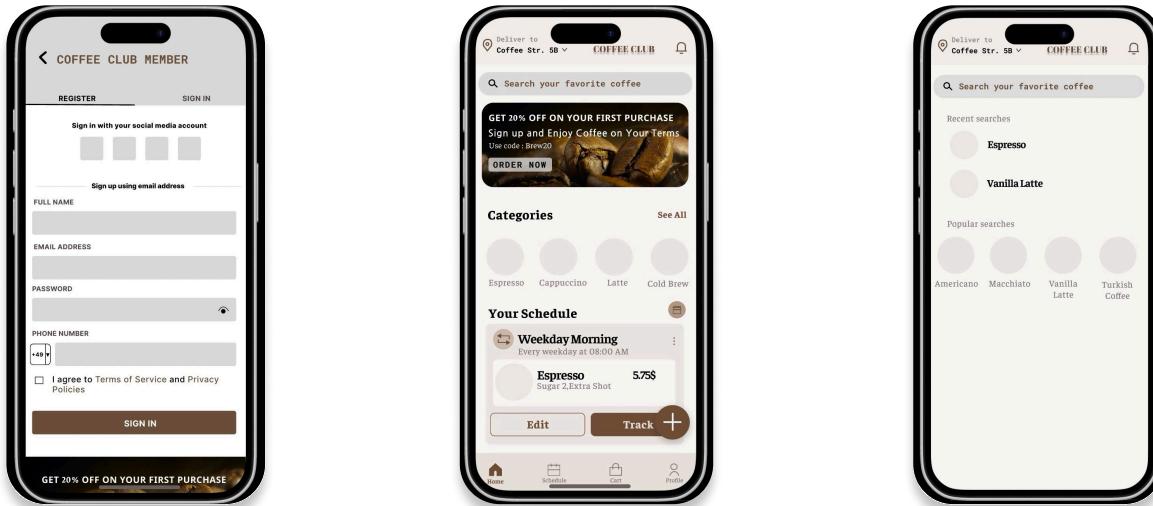
- Long wait times during morning rush hour
- Orders frequently get mixed up or made incorrectly
- Difficult to communicate complex customizations in noisy environment

User Journey



Wireframes & Design Evolution

Starting with low-fidelity sketches in Figma, I mapped core user flows and iterated based on feedback, using wireframes to identify usability issues early and align stakeholders.



Results

