# ANAMIKA PAL
## UI/UX Designer

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/anamika-pal

## EDUCATION

**Dr.B.R.Ambedkar National Institute of Technology, Jalandhar**

B.Tech 2017-2021
Instrumentation and Control Engineering

## PROJECTS

**Mental Health (Product Designer)**
App for parents is designed to track their child progress & talent that can later help them in deciding their career
**Key Learnings** - User Research, Affinity mapping, Ideation, Prototyping, and Testing.

**Illustrations (Freelance Illustrator)**
Illustration design in Adobe Illustrator: Used to do portrait illustration, pattern design, and even object illustration.

## SKILLS

- UI | UX | User Research
- Illustrations
- Logo Designing
- Heuristic Evaluation
- Character Animation
- Visual Designing
- Wireframes and Mockups
- Basic HTML and CSS

## TOOLS

- Adobe XD
- Adobe Illustrator
- Figma
- Adobe Photoshop
- Adobe Character Animator
- Adobe After Effects

## INTERNSHIPS

**UX & Visual Designer**
Phoenix Consulting

- Auto24.news :
  - **Website Design** for automobile news & Blogs along with senior designer.
  - Key Learning- Brainstorming, low fidelity prototype, and UI design.
- BuyMyCar.in :
  - **Website Design** that would allow users to quickly and easily sell or buy second-hand cars online.
  - Key Learning- Visual Design, Prototype testing, and working with developers.
- OwnaCar **Character Design & Animations**
- **Logo Design** of Auto24.news & Real Roadies app.

**Product Designer**
Veefitt Ventures

OviFIT **App Design** for trainers and also **Logo Design** of Veefitt Ventures & OviFIT App.
- Fitness App - OviFIT :
  - The app is designed for trainers to handle clients online, tracking of their progress, and scheduling the sessions.
  - Key Learning -User Research, Affinity mapping, Ideation, wireframes, mid-fidelity prototype.

**UI/UX Designer**
Noesis Learning

- **Logo design** of noesis learning & Mera college
- **Info-graphic Designs**

## PERSONAL SECTION

**PERSONAL SKILLS**
- Team Work| Creative thinking | Punctual

**HOBBIES**
- Playing Basketball | Travelling | Illustrating