Anjali Bhati

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SUMMARY

- **UX Design and Research** graduate student from **Purdue University**, actively seeking **internships** for Summer 2024.
- **Designer** with **6 years** of experience in transforming spaces with **user centered solutions**.
- **Transitioned** into **UX design** by leveraging a **diverse background** in design, by contributing as a **Designer and Researcher** at Purdue University's prestigious **labs**.
- **Proficient** in design tools like Figma, including **Adobe Creative Suite, Prototyping and User Research Methodologies.**

EDUCATION

MS in Computer Graphics Technology (UX Design) | Purdue University — Aug 2023 - May 2025

BDes (Interior Design) | Jawaharlal Nehru Architecture and Fine Arts University — Aug 2013 - June 2017

EXPERIENCE

UX Designer | Governance and Responsible AI Lab @ Purdue University — Jan 2024 - Present

- Formulated the **UX design strategy** for a **website** showcasing the 'Political deepfake incidents database (PDID),' through **comprehensive research, user interviews** and **ideation** so far.
- The research was centered around understanding how **incidents data representation** impacts the **perception of stakeholders** such as journalists, researchers, and others.
- The interviews aimed to gain insights into the specific **requirements and preferences** regarding data representation and their **perception of the deepfakes data.**

Student Researcher | Co-Liberation Lab @ Purdue University — Jan 2024 - Present

- Collaborating with Dr. Rua Williams on an **independent research study** investigating the 'A**ffordances of Social Media Design for Empowerment and Activism**,' by delving into the ways in which digital platforms can facilitate social change.
- Currently working on the **literature review** focused towards exploring the intersection of design and social impact, examining how design choices within social media platforms can empower users and catalyze movements for social justice, equity, and empowerment.

Freelancer | Self-Employed — Aug 2018 - Jul 2023

- Worked as an **independent design consultant**, specializing in residential and commercial projects, prioritizing **comprehensive user studies, spatial design, 3D Visualizations** by ensuring client satisfaction through consistent **communication and problem-solving.**
- Successfully **executed 35 projects** from inception to completion, offering end-to-end services like project management, material selection and procurement, and adept supervision of on-site teams.
- Directed all aspects of design process including concept ideation, theme development, spatial planning, technical drawings and 3D visualizations. by utilizing AutoCAD, SketchUp and V-Ray.

Senior Interior Designer | Aditi Kabra Designs — May 2019 - Nov 2020

- Worked extensively on the refurbishment of a duplex house, extension of an existing villa, creation of a Scandinavian themed bungalow, and the design of a new duplex house.
- Led the development of **interior concepts and themes, along with technical drawings** using **AutoCAD**, and **3D visualizations using SketchUp and Lumion**.

Interior Designer | Godrej Interio — Jul 2017 - Jul 2018

- Engaged in **client interactions and management** of a modular home interiors solution design studio. Attended walk-in inquiries in the studio and organized client meetings.
- Successfully finished the **design and execution** of three apartments and one bungalow by conceptualizing furniture designs with 3D renders and produced detailed technical drawings.

OTHERS

I have also completed **10 wall murals** as a **Wall Muralist**, in the span of **6 months.** By blending **creativity and storytelling** I created captivating **visual narratives** for **engaging user experiences** through the murals.

SKILLS

UX Design:	User-Centered Design, Wireframes, User Flows, Information Architecture, Service Design, UI Design, Rapid Prototyping, Experience Design, Design Systems, Interaction Design, Heuristic Evaluation, Storyboarding, Design Thinking
UX Research:	User Research, Market Research, User Interviews, Data analysis, Contextual Inquiry, Journey Maps, Affinity Mapping, User Personas, Usability Testing, A/B Testing, Card Sorting
Tools:	Figma, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, InDesign, Adobe XD
Others:	Google Suite, Microsoft Office, SketchUp, AutoCAD