

# ANMOL ROHILLA

## Senior User Experience Designer

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### EXPERIENCE

#### Senior User Experience Designer

##### Pycube

01/2025 Sterling, VA

- Led the design and development of innovative digital specimen and asset management solutions for the healthcare sector, optimizing workflows for hospital staff, clinicians, and administrators
- Conducted user research and usability testing, collaborating with cross-functional teams to ensure digital assets were tailored to the unique needs of healthcare professionals, reducing time spent on specimen tracking by 20%
- Managed and mentored the design team, ensuring timely delivery of projects by setting clear timelines, priorities, and design standards
- Partnered with product managers and developers to ensure seamless implementation of design solutions, successfully reducing go-to-market time for key product updates

#### User Experience Designer Consultant

##### Cervello

09/2022 - 11/2024 Boston, MA

- Led User Experience design team meetings and Scrum processes, utilizing Miro boards to facilitate collaboration, & align cross-functional teams for efficient delivery of user-centered solutions
- Rapidly prototyped new products and features using Figma & Balsamiq design tool, presented designs to teams and clients to gather feedback
- Developed and mentored teams on best practices for attracting new clients and building proposals
- Played a key role in the end-to-end product delivery process from concept to delivery, including design handoff and collaborating with teams on usability testing to ensure a seamless user experience
- Led design critique sessions with clients during iterative design phases, fostering collaborative feedback loops to refine prototypes and ensure alignment with user needs and business goals

#### UX/UI Designer

##### Provider Trust

03/2021 - 09/2022 Nashville, TN

- Led the end-to-end design process, including brainstorming sessions, building low-fidelity prototypes, and converting them into high-fidelity designs using tools like Figma and Adobe XD for seamless access to credential verification and exclusion monitoring
- Collaborated closely with the marketing and cross-functional teams to standardize the look and feel of design library across Provider Trust's product suite by aligning on visual guidelines and brand consistency

#### Associate UX/UI Designer

##### Grocerspod

01/2021 - 03/2021 Boston, MA

- Led user research, task analysis, and competitive analysis to develop personas and usability plans, creating responsive design artifacts (wireframes, prototypes, storyboards) for iOS and Android mobile apps and web applications while ensuring brand consistency and supporting client deliverables.

### PROJECTS

#### Been There Brand

03/2018 - 05/2018 Boston, United States

Defined user requirements, personas, and user journeys while designing architecture, interfaces, and interaction flows. Created prototypes, design specs, and marketing materials to support product launches. Collaborated with engineers, product owners, and analysts to implement seamless design solutions.

- The redesigned mobile app for iOS and Android led to a **30% increase in user engagement**, improving navigation and overall usability.

#### Unnatti NGO

2016 - 2017 Mumbai, India

Designed and developed impactful branding materials, including business cards, visiting cards, and brochures, to enhance the visibility of a non-profit supporting underprivileged children and seniors.

- A **40% rise in volunteer sign-ups** for teaching, donation drives, and community support.

### SUMMARY

Results-driven UX/UI Designer with 5+ years of experience in user research, interaction design, wireframing, prototyping, and design systems. Expertise in crafting accessible, user-centered solutions that enhance usability and engagement.

### TOOLS

Figma	Adobe XD	Adobe Creative Suite	
Sketch	Figma	Mockup	Zeplin
InVision	Builder X	JustInMind	Framer

### SKILLS

#### Design

User Interface Design	Design Thinking
Wireframing	Information Architecture
User Flows	User Experience Design
Interaction Design	Rapid Prototyping
Usability Testing	

#### Programming

HTML	CSS	JavaScript
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### EDUCATION

#### Management Information Systems

##### Northeastern University

09/2017 - 12/2019 Boston, United States

- Master of Science

#### Computer Engineering

##### University of Mumbai

09/2012 - 06/2016 Mumbai, India

- Bachelor of Engineering

### CERTIFICATION

#### User Experience Designer

Salesforce

#### AI for Designer

Interaction Design Foundation

#### The Ultimate Guide to Visual Perception & Design

Interaction Design Foundation

#### User Experience Design Essentials –Adobe XD UX / UI Design

Udemy

#### Complete Sketch - Website & App Design

Udemy