

Anurag Daimary

UX Designer | Researcher

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🌐 anuragdaimary.com

Skills

Design

UX design (Mobile and Web),
UI design, Rapid Prototyping

Research

A/B Testing, Interview, Journey
Mapping, Empathy Mapping,
Heuristic Evaluation, Persona,
Service Mapping, Qualitative
and Quantitative Data analysis

Tools

Figma, Adobe Xd, Adobe
Photoshop, Adobe Illustrator,
Adobe After Effects, Protopie,
Principle, Balsamaq, Miro, Jira

Education

User Experience Design

Humber College, Toronto

Bachelor of Design (B.Des)

Indian Institute of Information
Technology, Jabalpur, India

Certificate

Course on Research Ethics based
on the Tri-Council Policy
Statement:

Ethical Conduct for
Research Involving Humans
(TCPS 2: CORE 2022)

Experience

Finance App mobile front end design - Client

Role: User Interface Designer

Remote | August 2019 - September 2019

- Wire framing and prototyping the front end interface.

Graphic Design Intern - Certivity (Startup)

Role: Lead Graphic Designer

Remote | May 2018 - August 2018

- Managed and lead a team of five graphic designers.
- Increased efficient in design phase and reduced time taken in design by 50% by incorporating a defined pipeline
- Increased average client satisfaction rate and reduced number of re-work asked by 50%

Projects

Loblaws digital shopping experience re-design

Role: Researcher, UX / UI designer

Toronto | September 2022 - December 2022

- Fixed the broken flow of navigation which lead many users to abandon site
- Identified key user pain points with research involving competitor analysis, heuristic evaluation, SWOT Analysis, interviews, making personas and journey mapping.
- Lensed user need into solutions and tested them with users with high fidelity mockups and prototypes

Health Monitoring System for Elderly

Role: Researcher, UI designer

Jabalpur | November 2019 - February 2020

- Interviewed elderly to identify pain points
- Worked closely with industrial designers and developers to develop physical form for the physical product and the mobile app
- UI design, Prototyping and testing for mobile app