# Anurag Daimary

UX Designer | Researcher

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## Experience

### Finance App – Front end design (Mobile) : Freelance

Role: User Interface Designer
Remote  |  August 2019  –  September 2019

- Wireframing and prototyping front end interface

### Certivity (Startup) – Graphic Designer

Role: Lead Graphic Designer
Remote  |  May 2018  –  August 2018

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

## Skills

### Design

UX Design (Mobile, Web and Wearable), UI Design, Product Design, Wireframing, Wire-flows.

### Research

A/B Testing, User Interviews, Journey Mapping, Empathy Mapping, Heuristic Evaluation, Personas, Service Mapping and Blueprint, Qualitative and Quantitative Data Analysis.

### Tools

Figma, Adobe Photoshop, Adobe Illustrator, Adobe Xd, Adobe After Effects, Principle for Mac, Balsamaq, Cinema 4D,  Miro, Jira, Microsoft Office Suite.

# Projects

## Loblaws – Redesign of digital shopping experience

Role: Researcher, UX / UI Designer
September 2022 – December 2022 | Toronto, Canada

- Fixed broken flow of navigation which lead many users to abandon site.
- Identified key user pain points with research involving qualitative and quantitative research consisting of Competitor Analysis, Heuristic Evaluation, SWOT Analysis, Interviews, Personas, and journey mapping.
- Lensed User needs into solutions and conducted user testing with high fidelity mock-ups and prototypes.

## Presto – Redesign of Toronto's Transport System (TTC) in a wearable format

Role: Researcher, UI Designer
March 2023 | Toronto, Canada

- Researched and identified average time taken by people boarding the TTC.
- Designed app in wearable format which reduced human footprint while travelling.
- Reduced time taken to board public transport by 25%.

# Education

## User Experience Design

Humber College Institute of Technology and Advanced Learning
September 2022 – Present | Toronto, Canada

## Bachelor of Design (B.Des)

Indian Institute of Information Technology, Design and Manufacturing, Jabalpur (IIITDMJ)
July 2017 – May 2021 | Jabalpur, India

# Certificates

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

January 2023 | Toronto, Canada