Anzif Anvaj *UI/UX Designer*

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Graduate in Computing and Information Technology with expertise in UI/UX design, front-end development, and data analytics. Currently, Product & UI/UX Lead at a tech startup, driving product strategy and design innovation. Passionate about crafting user-centered digital experiences blending function and aesthetics. Dedicated to using technology for meaningful impact and enhanced user engagement.

EDUCATION

BSc. Computing & Information Technology   Aug 2021 – May 2025
Rochester Institute of Technology   New York, USA
CGPA: 3.1/4.0
Dean's List Spring 2024, 2025. Immersion in Arabic

PROFESSIONAL EXPERIENCE

Product & UI/UX Lead   Sep 2025 – Present
Ravewards Technologies (Startup)   Dubai, UAE
- Leading product strategy, design, and development for SaaS applications.
- Overseeing user research, UI/UX design, and product roadmap execution.
- Collaborating with cross-functional teams to deliver MVP and align product goals with business vision.

UI/UX Designer (Internship)   May 2024 – Aug 2024
Altaire Insights Technologies 🔗   Dubai, UAE
- Designed wireframes and high-fidelity prototypes tailored to client needs, using Figma.
- Conducted user research, card sorting, heuristic evaluations, and usability testing to improve design decisions.
- Created user flows, information architecture, and performed SWOT and competitor analysis for design strategy.

Front-End Developer (Internship)   May 2023 – Aug 2023
Adeptus Technologies 🔗   Dubai, UAE
- Developed responsive web interfaces using React.js, Java, HTML, and CSS, focusing on performance and accessibility.
- Improved UI/UX through heuristic evaluations, card sorting, and user feedback integration.
- Contributed to product strategy with competitor analysis, information architecture, and optimized load performance.

PROJECTS

Personalized Adaptive VR Experience Driven by EEG-Based Pain Recognition 🔗   Sep 2024 – May 2025
Healthy Mind & Dubai Health (MBRU & RIT)

Jobseekr App Prototype   Jan 2024 – May 2024
Rochester Institute of Technology

Discover Abu Dhabi Website 🔗   Jun 2023 – Aug 2023
Rochester Institute of Technology

CERTIFICATES

AI for UX Design (Designlab) | Python for Data Science | CITI Course Completion | 19th IEEE UAE Student Day

SKILLS

UI/UX Design | Human-Centered Design | Wireframing | Prototyping | Figma | React.js | JavaScript (ES6+) | HTML5 | CSS3 | Python | SQL | Data Analysis | Product Strategy | SaaS Development | Visual Design | Git | Agile Methodologies | User Research | Usability Testing | Cross-Functional Collaboration | Problem Solving | Communication

LANGUAGES

Malayalam | English | Hindi | Arabic