



# Anand Gaurav

UX Reseracher / Consultant

## PROFILE SUMMARY

I try resolve real world challenges by user friendly designs converting data-driven insights and user feedback into actionable business acumen, apply creativity to craft intuitive user experiences. I have demonstrated proficiencies in project management, user-centric problem-solving, and seamless collaboration across teams. Skilled in leveraging state-of-the-art tools and methodologies to streamline processes and elevate user over all satisfaction.

I approach holistically in terms of UX/UI for interactive products, digital services & enterprise solutions for B2B, B2C, FMCG e.t.c., I connect the dots between behavioural patterns and machine algorithms by applying design methodology & accessibility principles. I excel in formulating solutions for enterprise services, consumer products, IoT devices and platform. I answer complex business problems by distilling customer feedback into data-driven insights and actionable user-friendly experiences craved by human psychology. I see UX in everything.

## CONTACT

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🌐 [https://www.behance.net/Gaurav\\_](https://www.behance.net/Gaurav_)

🌐 <https://www.linkedin.com/in/anand-k-gaurav-0b998533/>

## Experience

### Rx Prism Health Pvt. Ltd.

UI and UX Designer • 2015 - 2017 • Bangalore

- **Boosted e-pharma engagement:** Redesigned multiple modules within the pharma domain to reduce confusion and increase user engagement by approximately 40-45%
- **Develop reusable templates:** Responsible for crafting illustrations, and layout templates across different marketing platforms. Identifying technical constraints, the needed deliverables, estimating effort, and addressing UX viewpoint to internal and external stakeholders.

### TCS

Business Process Lead • 2017 - 2018 • Bangalore

- **User-friendly solutions:** Work with product managers, developers, and copywriters to create and translate user-friendly solutions that meet business goals.
- **Ensure quality and consistency:** Post design phase, carefully examine the package to ensure an error-free delivery, and maintain a consistent representation of the brand's identity.
- **Empathise thoroughly:** Understand the goals, preferences, and learning curve of the target audience for which I needed to provide the solution

### KPMC

Senior Analyst • 2018- 2019 • Bangalore

- **Brainstorming with stakeholders:** Designed marketing collateral, ensuring consistency in clients's branding, presenting finalized ideas and concepts to external clients and internal management
- **Effective collaboration:** Collaborated with cross-functional teams to align design goals with business objectives
- **Finding problem statement:** Conducted usability testing and incorporated feedbacks to enhance user experience

### DXC

Assistant Application Manager • 2019 - 2023 • Bangalore

- **UX optimization & timely handover:** Using agile methodology to create user persona, journey map, wireframe & prototype, ensuring top quality and going from 8 sprints to 4.
- **Conduct user experience research:** Performed research methods like tree testing, card sorting, and user interviews to understand the priorities and anticipate potential inquiries.
- **Prepare before client interaction:** Applied key preparatory activities such as competitive benchmarking, predictive analysis, exception hypotheses, and contextual studies.
- **Use accessibility & iterative approach:** Followed the web content accessibility guidelines (WCAG) and used iterative methods to build intuitive designs as per the design system.
- **Enhance usability & uncover findings:** By observing real users while navigating with products and identifying which features are most important and impactful.

### Freelance

UX Consultant • 2023 - Present • Bangalore

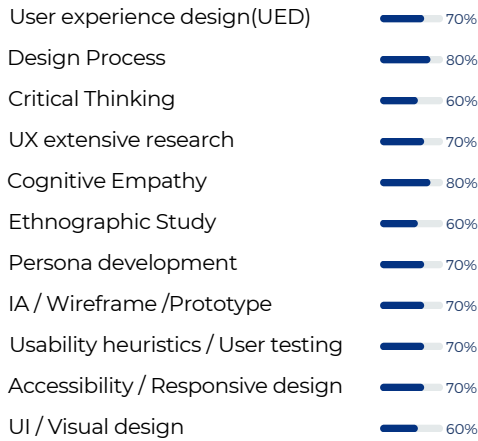
- **Making a blueprint for the project:** Creating a design module for products and designing it for multiple technologies like Android, iOS, tablets, websites, mobile websites, etc. for one of the client Modulation digital pvt. Ltd.
- **Evaluate designs with attention:** Give honest and helpful suggestions while reviewing the co-designer's work and remain open-minded when receiving feedback.
- **Stay updated and share knowledge:** Keep up with the latest UI and UX trends by following podcasts, articles, and journals and share knowledge to inspire new ideas.

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## SKILLS & EXPERTISE

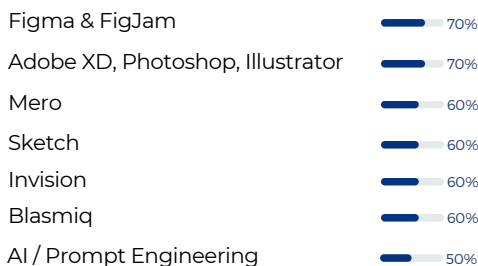
### UX methods



### Inter-Personal Soft-skills



### Tools



### Skills exposed well

Instructional Design, Adobe After Effects, Adobe Premier, Microsoft Copilot, HTML5/CSS3, Bootstrap, Visual Studio Code, Power BI, Go Animate/Vyond, Coral Draw, Media Encoder, Adobe Firefly, Sketching/Illustrations, Character/Story building, Microsoft Word/point/Excel, Character/Story Building, Sketching/Illustrations, Creative Direction, Video Production

## PROFESSIONAL CERTIFICATE

### Diploma in Animation

Certified by Arena animation, Aptech. Bangalore · 08/12/ 2011

## AWARD & ACHIEVEMENTS

### Best Creative Professional Award 2012:

Awarded for demonstrating creativity at the Annual Day event by Hibu pvt. Ltd.

### Innovative idea for winning the project Award 2016:

Honored and appreciated by our CEO and product owners for assisting in securing the project deal at Rxprism Health System Pvt. Ltd.

### DXC CTO Excellence Award 2022:

Recognized for my contribution and efforts in the design of an in-house search engine for onboarding, training, and other assistance for newcomers and existing employees

### Art exhibitions including Chitra santhe Bengaluru 2017/18/19:

I have curated and participated in various art exhibitions in cities such as Bangalore, Pune, and Hyderabad, including Chitra Santhe 2017, 2018, and 2019, which is considered one of the prestigious platforms for art in India. I received admiration from Venu Madhav Vodnala, a renowned artist specializing in realism, for the artistic conceptual designs I created.

### Freelancing work for Modulation Digital Pvt. ltd. 2023-24:

I successfully completed end-to-end website projects and received positive feedback from clients. The project director personally acknowledged my contributions and requested more of this, citing my hard work and dedication to the company. During a staff meeting, he commended the project and the individuals involved, including myself.

## ACADEMICS

### Bachelor of Science | 2013-2016

Magadh University, Gaya  
Field of study: Physics, Chem.,Maths

### I.Sc | 2004-2007

B.I.E.C  
Field of study: Physics, Chem.,Maths

### AAASP | 2008-2011

Arena Multimedia  
Field of study: Animation, Design

### Matric | 2003-2004

B.S.E.B  
Field of study: All Subjects

## HOBBIES & INTERESTS

Enjoy the magic of silver screen

Performing different form of arts

Getting lost in nature. All over.

Tech., Food, Cooking, Travelling

## LANGUAGES



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TO WHOM IT MAY CONCERN,

Anand Gaurav  
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June, 2024

To Hiring Manager,

Dear Sir/Madam,

I am writing to express my sincere interest in the UX position at your company. With a strong background in user experience design and a passion for creating intuitive and impactful digital experiences, I am confident that I would be a valuable asset to your team.

**I have 9+ years of diversified experience across multiple domains including augmented reality, automation banking, Insurance, Smart city, edtech gamification, medical e-learning, healthcare marketing, IoT, etc. Throughout my career, I have also contributed efficiently for local start-up partners as well as Fortune companies as our clients in previous companies such as Abbott, Boston, Merck, Sanofi, Pfizer, Sun pharma, Biocon, PWC, DXC, KPMG, TCS, Zurich, Softbank, Uniper, Kaiser, Philips, E.T.C.**

Having worked in the field of UX design for over 9 years, I have developed a deep understanding of user-centered design principles and methodologies. My experience spans across various industries, including e-commerce, healthcare, and technology, allowing me to adapt and thrive in diverse environments. I am particularly excited about the opportunity to work at a company that has calibers of tremendous growth, as your commitment to innovation and user-centric design aligns perfectly with my own values and aspirations.

Throughout my career, I have successfully worked with cross-functional teams to deliver exceptional user experiences. By collaborating closely with stakeholders, developers, and designers, I have been able to translate complex business requirements into intuitive and visually appealing designs. My expertise in conducting user research, creating wireframes and prototypes, and conducting usability testing has consistently resulted in products that not only meet user needs but also exceed their expectations.

One of my proudest achievements was leading the redesign of a healthcare app that resulted in a 30% increase in user engagement and a 20% decrease in user errors. By conducting extensive user research and leveraging data-driven insights, I was able to identify pain points and design solutions that improved the overall user experience. I am confident that my ability to combine creativity with analytical thinking would greatly contribute to the success of your challenging projects.

I am highly skilled in industry-standard design tools such as Figma, Adobe XD, Sketch, and InVision, and I continuously stay updated on the latest trends and best practices in UX design. I am also a strong advocate for accessibility and inclusive design, ensuring that all users, regardless of their abilities, can have a seamless and enjoyable experience. Currently trying to understand how AI can contribute in terms of UX and benefit us in larger and more complex perspectives

My secondary goal is to just have fun with whatever it is I create, be it a cool Logo Design, Character Design Explainer Videos, Concept Art, Storyboarding, complex applications, etc. Whatever you need to be designed, I'm your Buddy! And yes UX SOLVES EVERYTHING

In closing, I am thrilled about the opportunity to join your company and contribute to your mission of creating exceptional digital experiences. I am confident that my skills, experience, and passion for UX design make me an ideal candidate for this role. I would be an asset to the company for sure as I would be equally eager to learn and grow with the company. Thank you in advance for considering my application or the opportunities you can offer. I look forward to the possibility of discussing how I can contribute to your success & my growth.

SINCERELY,



ANAND GAURAV

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