💬 Hi, I'm **Anshita**

Seasoned Product Designer with 3 years experience.
Skilled in UX/UI, brand, product design, and innovation.
Proven ability to deliver impactful solutions.

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Experience

NetSepio
Product Designer
Jan 2023 - Present
Bangalore

- As the Lead Product Designer, I manage multiple projects simultaneously, producing design specifications including user research, product strategy, UI/UX design, and interactive prototypes
- I collaborate closely with the team to help shape and implement growth and marketing strategies, ensuring the design aligns with the company's goals and enhances brand presence
- Through user-friendly designs and optimized product strategies, I've helped improve user engagement, streamline processes, and contribute to the growth of the company

Designdrug
Build 2.0
June 2023 - Aug 2023
Remote

- The 90-day design challenges in the Designdrug community sharpened my skills and helped me tackle design problems more efficiently, improving my creativity and technical abilities
- I explored motion design and animations, which expanded my skill set and allowed me to incorporate dynamic elements into my work, enhancing user engagement and experience

Shardeum
Freelance Graphic Designer
Nov 2022 - Jan 2023
Remote

- Designed logos, branding materials, and social media graphics, helped establish a consistent and recognizable brand presence in the blockchain space
- Successfully managed project timelines and budget contributed to smooth workflows and timely campaign launches
- Through thoughtful design, strengthened the company's brand, which played a crucial role in growing its audience and establishing them in the blockchain ecosystem

10k Designers
Brand Experience Design Cohort 02
Oct 2022 - Dec 2022
Remote

- I learned how to solve complex design challenges using storytelling and design methodologies, ensuring user-centric and impactful results
- I developed skills in creating brand identities, logos, and UI/UX designs, which I now use to create cohesive brands and user-friendly digital assets

Blockflow
Web Designer, Intern
Jul 2022 - Jan 2023
Remote

- As a Web Designer at Blockflow, I created brand identity designs and developed user-friendly websites aligned with the company's vision of decentralization and blockchain technology
- I developed a comprehensive design system for scalable foundation that included a detailed style guide and onboarding flows for their app
- I helped with streamlining the app's interface, making it intuitive and user-friendly, which impacted an enhanced engagement and a strong brand identity in the Web3 space

Orbit Labs
Freelance Web Designer
Dec 2021 - Jul 2022
Remote

- As a Web Designer at Orbit Labs, a DeFi protocol, I crafted detailed website designs that were visually compelling but also resonated deeply with the target audience
- I developed a strong brand identity through cohesive design elements, establishing a clear and recognisable visual presence for the company
- The increased user engagement and a strengthened brand presence, which helped the company better connect with their users and communicate their vision effectively

National Chung Cheng University
Student Researcher Internship
Feb 2022 - Jul 2022
Taiwan

- Core Remote internship, Focused On Numerical Modelling of atmospheric pressure plasma jet, Skills Acquired are Fluid Mechanics, Plasma Physics, Thermodynamics, Fluidity

Education

Veltech University, Chennai (T.N)
Jul 2018 - Nov 2022

B.tech Aeronautical Engineering
- GPA: 9.26

Skills

User Interface Design	User Research	Brand Development	Python
User Experience Design	Design Thinking	Data-driven Design	C++
Prototyping	Responsive Design	Growth and marketing	Machine Learning in python
	Collaboration	Mentorship	HTML
			CSS

Tools

Figma   Balsamiq   Photoshop   Adobe XD   Canva   Maze   Midjourney