

# Anil Kumar

Contact No. 9582423327

E-mail: [anil4ak@yahoo.com](mailto:anil4ak@yahoo.com) Current Office Location: Gurugram

Linkedin - <https://www.linkedin.com/in/anil-uiuxdesigner/>

Portfolio - [https://drive.google.com/drive/u/0/folders/1qCT58SrhTnixpCwmV\\_9L\\_66waVFVZU2L](https://drive.google.com/drive/u/0/folders/1qCT58SrhTnixpCwmV_9L_66waVFVZU2L)

## UI/UX Designer

9 years experience in

**UX Design** conducting user research, wireframing, prototyping, testing & analyzing user behavior, **UI design** for Mobile site, Website, Apps, **UI Development** (Responsive Websites), **Interaction** (2D 3D Animation), **Digital** (Graphic, Print, Branding, Social Media creatives)

### Software-Skills

**UI UX Skills:** Figma, Sketch, Adobe XD, Photoshop, Illustrator, Zeplin, Invision, Whimsical

**Interaction skills:** Spline, Blender, After effects, Adobe premiere

**Development skills:** Javascript, HTML, CSS Preprocessors, Responsive Designs, Progressive app, AMP

**Rest:** Agile Scrum, Jira, Maze, Hotjar, Trello, Stack, AI tools like QOQO, Attention Insight, Cleanup

Picture, Adobe Firefly, Ulzard, Galilio.

### Experience

#### **Zerone Pay** (Fintech)

Jan 2023 to Jan 2024

UI UX Designer

- Implement 3D interaction & animation using Spline & Blender software
- Vendor dashboard for managing payouts, cards, collections, UPI, account etc.
- Design the app based on illustration them appreciated by clients & stakeholders

### **Krishify** (Agriculture)

Oct 2019 to Dec 2022

UI UX Designer

- **Homepage** design was appreciated a lot & became a brand identity for the product, increase adoption & retention multiple times
- Obtained user data with analytics reporting and leveraged that data to create iterative improvements, increasing user satisfaction by **20%**.
- Conducted UX research by interactively testing designs using high and low fidelity prototypes.
- Design implementation via HTML5 and CSS coding.

### **Appyhigh** (App development)

May 2019 to Oct 2020

UI UX Designer

- Understand the way of making app viral
- Design the premium app for multi-country & multi-language
- Design apps for this kind of segment contains millions of users.
- Company is tagged in Product hunt listing

### **Cheruniq Technology** (Gaming)

May 2018 to Dec 2019

UI UX Designer

- Multi Language app
- Live cricket scores, Scorecards, Weather forecast, Partnerships
- Social media profile & interaction for players, team, influencer & users
- Design for mass audience user experience
- Redeem coins journey & paytm wallet integration
- Live match audio chat & commentary
- Run time event interaction - six, four, wicket, lose & win

### **Fitpass** (Fitness)

Nov 2015 to July 2018

UI UX Designer

- Design iOS & Android apps, Mobile progressive & Desktop Website
- Able to increase user retention & adoption hence user base reaches 50+ millions
- Designed CRM based on **bootstrap 4 version** & material design help partners to manage their studios workouts, activities & earning.
- Implemented HTML5, CSS, Preprocessors & JQuery
- **Proposed new app design** that was cordially invited, still the same homepage, gaining high retention
- Designed SBI web app which increases the customer base by **3%** & also decreases site loading time.
- Designing powerful social media stuff. **MI band, Personal Fitness coach & Personal Nutritionist** campaign & services bring a range of **10,000 customers** within a month.
- Design mobile app for **Maxbupa's walk** for health running marathon & sold at good amount. AI Based chat system integrated.

## **TBSL (Times of India)**

Dec 2012 to Nov 2015

UI UX Designer

- Team up with java developers to learn to work in an **eclipse** environment.
- Worked in **agile/scrum** process, learn to deliver tasks on time
- Worked on major & reputed products & its verticals like **Magicbricks, Techgig, jobbuzz, timesjobs, ads2book & simplymarry** etc.
- Implement HTML, CSS & JQuery for websites.

## **Achievements:**

Achieved **1st runner up** position in the design hackathon hosted by TBSL across India. 30 Teams participated.

## **Educational Details:**

Bachelor in computer application - Indira Gandhi National Open University - 2012

Advance Diploma in Multimedia & Animation - Arena Multimedia - 2009

## **Design Certifications:**

1 - HCI

2 - Mobile UX Design

3 - User Research

4 - User Experience

5 - Design Thinking

6 - Design for Augmented and Virtual Reality

7 - Gestalt Psychology

8 - Affordances