

Anjali Kapil

Anjali is a senior user-experience consultant who has worked across different industries, helping clients visualize successful strategies using digital initiatives. Her expertise include design thinking, user research, prototyping and establishing best practices in user-centered design. Some of her clients include Barclays, Santander, AMEX, TheFA, AXA, Burberry, NHS, Walgreens

EXPERIENCE

Independent UX advisor, New York

Oct 2017 – Current

Presently contracting independently on digital engagements, advising clients on implementing best practices in user centered design. Creating and presenting RFP responses for customer acquisition and customer engagement strategies with a focus on customer experience.

Cognizant Technology Solutions, London Senior UX Manager

AUG 2016 - SEP 2017

Led and managed client's UX engagements from conception through to delivery, overseeing a team of 5 designers. Responsible for bringing ideas to life by designing a service blueprint and detailing pixel perfect UX artefacts such as personas, customer journeys, wireframes, prototypes and facilitating usability sessions. Developed customer value propositions for client's target customer segments. Planned and conducted qualitative and quantitative user research. Developed and delivered UX training to new employees.

PwC Digital, London Senior UX Manager

JAN 2015 - AUG 2016

Appointed as customer experience lead to advise clients on their existing customer acquisition strategy. This role demanded understanding of the client's business strategy and producing plans for conducting current state assessment, customer research/test activities, prototyping and market analysis. Performed user research to understand user tasks, needs and motivations and produced

NEW YORK

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*Portfolio available upon request

SKILLS

Design thinking, user experience, user research, usability and accessibility testing, responsive wireframes, prototyping, customer journeys, personas, storyboarding, RFP response development, experience maps, IA, UX training development and delivery

TOOLS

AxureRP, Omnigraffle, InDesign, InVision, Sketch

QUALIFICATIONS

BEng Electronics and Computer Engineering

(University of Surrey)

Business Analysis Essentials

Systems Development

ISEB Certification (British Computing Society)

CUA Certified Usability Analyst

(Human Factors Intl)

prototypes to present propositions and test in an agile environment.
Delivered UX training to a cohort of 150 graduates.

Accenture, London
Senior UX Consultant

SEPT 2012 - DEC 2014

Provided creative and technical direction to a team of 7 designers and developers, working with cross-functional project teams within a user-centered design framework to ensure usable, accessible and consistent design experience. Advocated innovative approaches to design, using creative facilitation techniques and taking the lead at client meetings, internal company meetings and external design events such as UCD13 (London user centered design conference). Developed UX learning collateral exclusively for the client.

Capgemini, London
UX Consultant

APR 2010 - SEP 2012

Gathered requirements via stakeholder interviews, focus groups and workshops with a view to produce business and functional specifications. Facilitated and engaged in design workshops with client stakeholders, while also working closely with the creative, functional, development and test teams to deliver an end-to-end consistent user experience across all customer touch points. Produced user-journeys, personas and wireframes that illustrate the information architecture and content strategy, keeping user needs at the center of everything.

Microsoft, London
UX Consultant

JUL 2007 - AUG 2008

Produced wireframes to address the communication needs of internal and external clients, using a mix of creative skills, technical knowledge, awareness of audience, usability, and information architecture. Designed user interactions using Expression Suite tools and coordinated closely with specialist teams during the visual design, technical planning, and implementation process to ensure successful realisation of user experience goals and excellent client experience.