



# Anavi

## User Experience Designer

I like looking around for problems, breaking them down and chipping away at complications, hoping to find inclusive and meaningful solutions.

### Skills

**UX-** Problem Identification, User Research, Journey Mapping, Iterative Wireframing, Testing and Accessibility

**Visual-** Branding, Illustrations, Publication Design, Prototyping

**Writing and Editing**

### Tools

Planning- Whiteboard, Notion

Wireframing- Sketch, XD

Illustrating- Illustrator, Photoshop

Prototyping- Invision, Figma

### Interests

Inclusive Design, Dystopian Literature, Graphology, Bansuri, Reiki

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## Education

NIFT, Delhi- B. Des. (Visual Communication)  
AIR 15 | CGPA 8.6

*Accomplishment: Literary Board Council,  
Won Best Graduation Project, Most Innovative Project*

IGNOU- MA in Psycholgy (pursuing)

## Experience

### CARS24, UX Lead II

Jun 19- Present

- Shaped a UI Kit for visual cohesion and engineering efficiency.
- Solely designed and maintained CARS24 C2B, B2B, Financing and Inspection application experience.
- Leveraged form field improvements in user experience to reduce average customer wait time by 10%.The work was presented as a case study.
- Identified and solved to improve efficiency of inspection quality check and expedite the process 30% faster.
- Introduced transparent incentivization for better morale of car evaluators.

*Accomplishment: Employee of the Month (Jan). Product of the Quarter*

### Paytm, UX Research Intern

Jan 19- May 19

- Fabricated guidelines to reduce payment friction for the visually impaired in India by improving app accessibility.The process involved manual accessibility tests and research interviews.

*Accomplishment: Won awards for the project at NIFT Grad Exhibit 2019*

### Ogilvy, Art Intern

Jun 18- Jul 19

- Fashioned Sort Cut Guru logo to gain youth involvement for the new Vodafone partnership with Chatrbx.
- Conceived Origami as a possible concept behind easy-to-build furniture in a DM box for the architect clients of Green Panel.

### Tupperware, Graphic Designer

Jun 17- Jul 17

- Visualized graphics for the Tupperware Quality Week 2017.

*Accomplishment: Logo promoted to a global motif, appreciated by global VP.*

### Times of India, Journalism Intern

Jun 16- May 19

- Published 5 articles on Dehradun's heritage, area reports and field trips
- Worked on Competition Tracking to make sure the news was up to date.