Anavi, User Experience Designer

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Work Experience

CARS24, UX Lead III
June 2019- 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 to reduce average customer wait time by 10%. Solved to improve the efficiency of inspection quality check and expedite the process 30% faster.
- Introduced transparent incentivization for better morale of evaluators.

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

Paytm, UX Research Intern
January 2019- April 2019

- 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
May 2018- July 2018

- Fashioned Sort Cut Guru logo to gain youth involvement for the new Vodafone partnership with Chatrbox.
- 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
June 2017 - July 2017

- Visualized graphics for the Tupperware Quality Week 2017.

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

Times of India, Journalism Intern
June 2016- July 2016

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

Education

NIFT, Delhi
B. Des. (Visual Communication)
June 2015- June 2019

AIR 15 | CGPA 8.6
Accomplishment: Literary Board Council,
Won Best Graduation and Most Innovative Project

IGNOU- MA in Psychology (pursuing)

Skills

UX- Problem Identification, User Research, Journey Mapping, Concept Sketches, Iterative wireframing, Testing and Accessibility

Visual- Branding, Illustrations, Publication Design, Prototyping

Content Writing and Editing

Tools

Figma
Sketch
Adobe Creative Suite

Interests

Inclusive Design, Graphic Memoirs, Graphology, Bansuri, Reiki