



ANISHA TULIKA

Product Designer Specialist

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anishatulika.com

SKILLS

User - centered design
Interaction design
Information architecture
User research
Usability testing
Product life cycle management
Cross-functional collaboration
Mentoring and leadership

TOOLS I LOVE

Figma
Sketch
Illustrator
Photoshop
Notion
Miro
Mural

EXPERIENCE

Apr 2024
Present

BT Group

Product Design Specialist

Currently crafting a Configure, Price, Quote(CPQ) tool to enhance colleague experience, aiming to significantly boost operational efficiency and elevate customer satisfaction.

Jul 2019
Apr 2024

Searchlight Health Pvt. Ltd. (Apollo 247)

Product Designer

Expertise in driving healthcare discovery, relevance, and growth through innovative product design and user experience strategies. Adept at owning the design and UX across multiple healthcare products and actively contributing to the entire product life cycle.

Developed the 0->1 product experience for CIE, an AI tool predicting patient diagnoses with doctor and lab test recommendations. Achieved a 30% increase in consultations and 1M user/month. Designed tools for a feedback loop, including a knowledge base and diagnosis validator for physicians.

Designed Patient Health Record (PHR)- an omni channel platform to store and access all the medical records which resulted in increase of 30k per day new user along with it the designed Condition Management (Diabetes) - Glucose level tracker and medicine reminder for patients. .

Improved the personalization of the App, for the users to book the follow up consultation, ordering of same medication or lab tests.

Redesigned CureConsult - a healthcare discovery platform for surgical patients which increased the transaction by 2x & personalized landing pages for hospital' SEM campaigns made the 10% increase in traffic.

Oct 2016
Jul 2019

YourStory Media Pvt. Ltd.

Visual/Product Designer

Designed the overall experience of the various products like YourStory, YS Weekender, Campus Story. Conceptualized and developed design ideas for microsite of clients like AWS, WhatsApp, Dell, Cisco, Accenture.

Wore multiple hats in the end to end design process of flagship events - TechSparks, Future of Work, Women on a mission and for partners like AWS, Facebook, Goa govt., Shell, Ola

EDUCATION

2013
2016

National Institute of Technology, Durgapur

Master of Computer Applications

2010
2013

St Xavier's College, Ranchi

Bachelor of Computer Applications