Gurugram, HR +91-9211716527 anjaligautm998@gmail.com

# **Anjali Gautam**

# UI/UX Designer

Design Portfolio LinkedIn Behance

# **Technical Skills**

Tools Figma, Adobe Illustrator, Sketch, Canva, Adobe Photoshop

Wireframing Miro, Figjam, Adobe XD

UX Skills User Research, Wireframing, User Journey Mapping, Information Architecture

Prototyping Figma, Protopie

# **Work Experience**

# **UI/UX Intern**

Monk Technology, Gurugram

November 2024 - April 2025

- Designed responsive web and mobile interfaces aligned with the multiple clients' brand's visual identity.
- Created wireframes, user flows, and visual mockups with micro interactions to improve user engagement.
- **Collaborated** with **developers** and product owners to ensure smooth **handoff** and implementation.

### **Content Writing & Social Media Intern**

Red Dash Media, Delhi

**April 2024-July 2024** 

- Wrote engaging content tailored to the needs of multiple brands across diverse industries.
- Managed **social media accounts** and created **visually appealing posts** to boost online presence.
- Collaborated directly with clients to understand their vision and deliver customized solutions.

#### **Content Writing**

Nyx Wolves, Chennai

January 2024 - March 2024

- Remotely wrote compelling content for multiple brands across diverse industries.
- Ensured adherence to SEO best practices by strategically integrating targeted keywords.

# **Project Experience**

#### Animal Games: Lil Explore (A kids App Design)

- Carried out targeted **user research** to explore child psychology and behavior in digital environments.
- Designed an **engaging**, **kid-friendly UI** with an educative **color palette**, tailored to young users' cognitive needs.
- Constructed responsive layouts for iPhone and iPad, incorporating prototyping and playful animations to
  enhance interactivity.

#### Off-grid (A Social Media Detox App)

- Conducted comprehensive **user research**—interviews, **empathy mapping**, **information architecture**, **and journey mapping**—to deeply understand target users for the **case study**.
- **Designed a cohesive, user-centric UI** with well-chosen color palettes, typography, and a robust design system.
- Built **interactive prototypes**, crafted **micro-interactions**, and led **usability testing** to refine the experience.

#### Monk Technology (Website Design)

- Crafted **responsive** web and mobile web designs, ensuring seamless **adaptability** across devices.
- Employed cutting-edge design trends with **high-contrast color schemes** to align with brand identity and enhance visual impact.

# **Education**

Bachelor's Degree in Technology (Electrical & Electronics) - 7.16 GP

June 2106 - September 2020

Guru Gobind Singh Indraprastha University, New Delhi, India

#### **Volunteering**

#### **CRY-Child Rights & You** (Senior Volunteer)

**January 2018 - PRESENT** 

Actively supports underprivileged children by teaching, organizing engaging activities, and working with local authorities to advocate for their basic rights like education.