

ANOJEN JEYAPALAN

PRODUCT DESIGNER

anojen.com
anojenjeya@gmail.com
647 - 466 - 3444

EXPERIENCE

Bidvine

UX/UI Designer | Fall 2018

Designed a UI kit to create consistency. Improved UI/UX of the website through layout, feature and navigation changes. Operated experimental design for new user onboarding. A/B tests displayed 73% of users were likely to re-purchase with the new designed flow.

Liquor Control Board of Ontario (LCBO)

UX/UI Designer | Winter 2018

Performed user research, designs, prototypes, and tests for a user data collection iOS app for Ontario Cannabis Stores, web CRM/CMS tools, and applications for sommeliers. Worked as the lead designer for the projects, with a team of 3 other developers.

Microsoft Japan

UX Researcher / Software PM | Summer 2017

Researched users/market to identify new features to be developed. Created mockups, and specs for devs, then operated A/B testing to validate features. Shipped 8 new features which resulted in significant increases in KPIs and user experience.

Facebook

Growth Analyst | Summer 2016

Optimized ad campaigns through the use of queries, various Facebook tools and direct response solutions. Implemented Facebook pixel for clients to capture offline events and improve conversion rate.

Freelance Design/Consultation

Sep. 2015 - Present

Consult, design and prototype for several clients. Have grossed over \$15,000 and sold over 4,500 products by building a brand around my instagram page which has been recognized by PAPER magazine.

SKILLS

Design + Research

Sketch, Adobe Creative Suite, Framer, Principle, InVision, Zeplin

Web, material, iOS and product design, branding, information architecture, experimental design, visual design, user research, usability testing

Development

HTML/CSS/JS, Python, SQL

AWARDS

TD Scholarship (\$70,000)

Selected as 1 of 20 recipients from across Canada for demonstrating community leadership.

EDUCATION

University of Waterloo

Bachelor of Mathematics,
Computer Science Minor
Class of 2020

HACKATHONS

Hack the North, Hack the 6ix, ArchHacks, Hack Western

INTERESTS

Hip hop and Country music,
Dallas Mavericks, Sushi, Mario Kart