

# Anvitha M G

UX / UI Designer

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## Professional Summary

Creative and detail-oriented UX/UI Designer with 3+ years of experience crafting intuitive, user-friendly interfaces for enterprise SaaS and web applications. Skilled in wireframing, prototyping, design systems, accessibility (WCAG), and user research, with proven ability to collaborate in Agile environments alongside developers, product managers, and stakeholders. Passionate about solving real user problems through responsive, goal-oriented, and visually consistent digital experiences that enhance user satisfaction and business outcomes.

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## Skills & Expertise

**Design Skills:** Product Design, Wireframing (low–high fidelity), Prototyping, Interaction Design, Usability Testing, Accessibility (WCAG), Responsive & User-Centered Design, Design Systems, Conversational UX (Chatbots), Information Architecture.

**Tools:** Figma (Design Systems & Prototyping), Adobe XD, Adobe Creative Suite (Illustrator, Photoshop, InDesign), InVision, Marvel, Framer, AI Tools

**Methods:** Design Thinking, Human-Centered Design, Agile/Scrum, Rapid Iteration.

**Technical Skills:** Basic knowledge of HTML & CSS (Beginner), Conversational Interfaces, AI-driven UX Design.

**Platforms:** Enterprise SaaS Applications, Web & Mobile Dashboards, Data-Driven Platforms, Mobile-First Design.

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## Education

**Master of Science in Digital Film Making**

Oct 2020 – Jul 2022

*Amrita Vishwa Vidyapeetham, Mysuru*

**Bachelor of Science in Life Sciences**

Jul 2017 – Sep 2020

*Yuvaraja's College, University of Mysore, Mysuru*

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## Professional Experience

### UI/UX Designer

*Excelsoft Technologies Pvt. Ltd., Mysuru | Aug 2023 – Present*

*Note: Joined EnhanzED Education Pvt. Ltd. in Aug 2023, which later merged with Excelsoft in Sep 2024.*

- Designed and delivered end-to-end user experiences for web and mobile platforms, including enterprise LMS & internal tools, enhancing usability, reducing onboarding friction, and streamlining complex workflows through user-centered design.
- Built and maintained scalable Figma design systems, ensuring consistent, cohesive, and accessible interfaces across multiple products, with pixel-perfect handoffs to development teams.
- Created wireframes, mockups, and interactive prototypes in Agile environments, collaborating closely with developers, PMs, and stakeholders to refine solutions and elevate overall customer experience (CX).
- Led client demos, usability testing, and feedback sessions, incorporating insights into iterative design improvements that enhanced task flows, visual clarity, and user satisfaction.
- Utilized A/B testing and heuristic evaluations to identify usability issues, analyze user behavior, and drive data-informed design decisions that improved engagement and conversion metrics.
- Designed AI-driven chatbots for learner support and query resolution, improving self-service efficiency and enabling personalized learning assistance.

### UI/UX Design Intern

*Intrella Technologies, Mysuru | Aug 2022 – Jul 2023*

- Conducted UX research & user interviews to gather actionable insights on product improvements.
- Created wireframes, prototypes, and polished UI designs for web dashboards & mobile screens. Gained exposure to video editing for product demos.

### Graphic Design Intern

*Solvio (Remote) | Mar 2022 – Apr 2022*

- Delivered 250+ high-quality visual assets using Adobe Illustrator & Photoshop, improving content delivery speed by 40% within strict deadlines.

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## Certifications

**Product Design Certification** | *School of Accelerated Learning* | Jul 2024

**Google UX Design Professional Certificate** | *Coursera (by Google)* | Jul 2025

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