

My UX Design Portfolio

Solving Real Problems with
Human-Centered Design

Let's Make Great Products Together



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Design That Connects

A UX Portfolio by Aanya Dave

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Design isn't just visual – it's functional, emotional, and inclusive.

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Available for interviews, freelance projects, or full-time roles



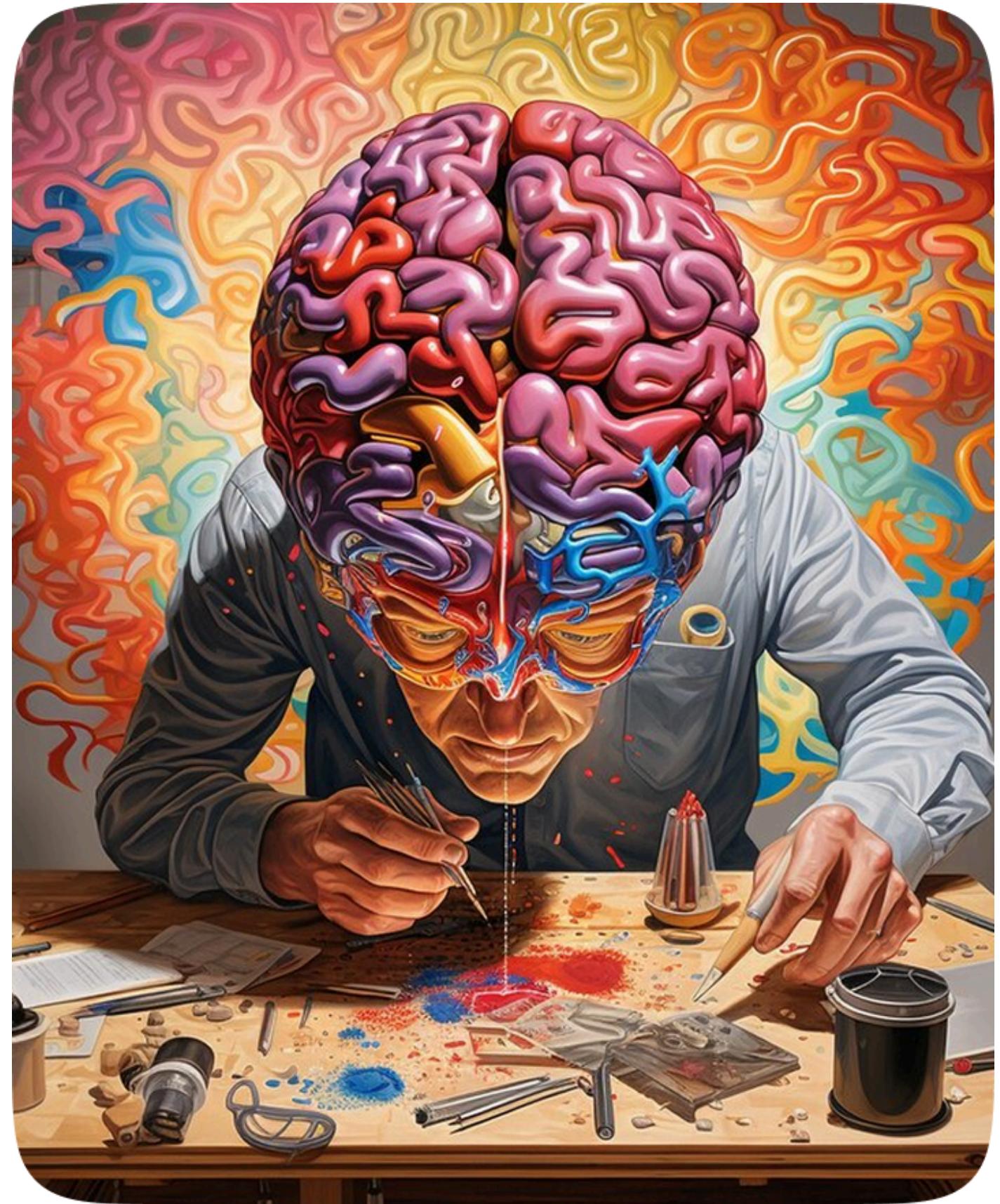
Design That Connects

About Me

Hi, I'm [Designer Name]. A UX designer who blends empathy, strategy, and systems thinking

- 5+ years of experience designing for B2C and SaaS products
- Former frontend developer turned UX designer
- Specialized in design systems, mobile-first design, and user flows
- Passionate about accessible and inclusive design
- Tools: Figma, FigJam, Notion, Jira, Maze, Zeplin





My Design Philosophy

Empathy First. Always.

Design isn't just visual – it's functional, emotional, and inclusive.

- I believe the best design solves real problems for real people.
- I'm driven by curiosity, continuous testing, and clarity in communication.
- My design mantra: "If you don't talk to your users, you're designing for yourself."

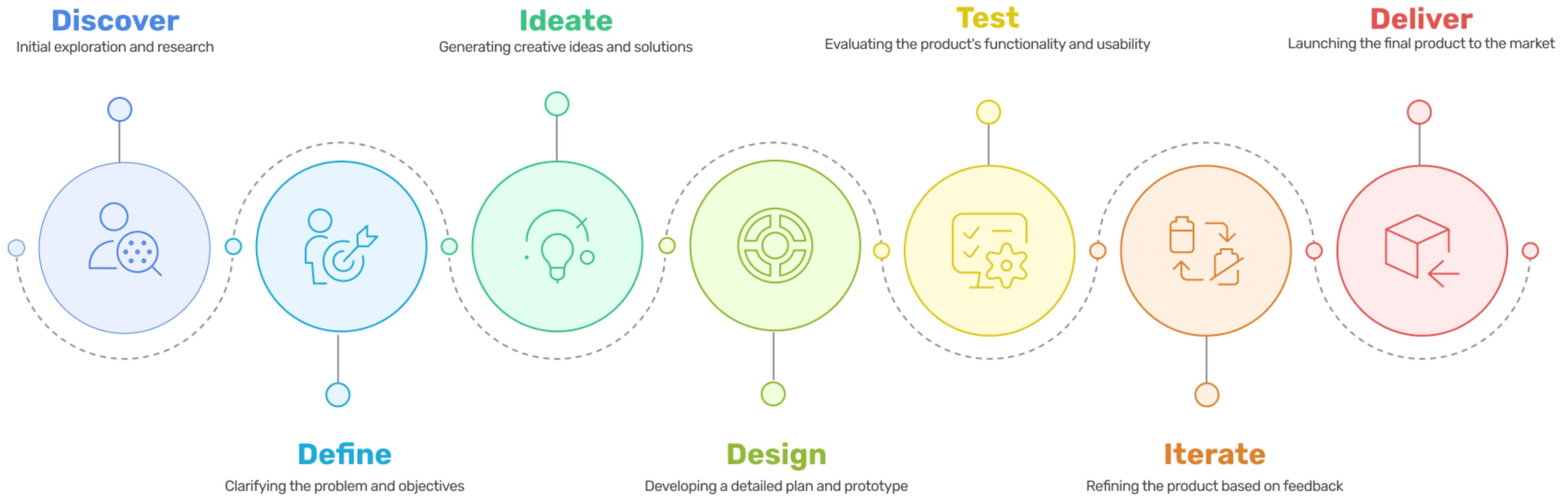


From Discovery to Delivery

My UX Process

From Discovery to Delivery

My approach to turning insights into experiences



Case Study 1

Onboarding Redesign for FlexBank

Improving First-Time User Activation

Reducing drop-offs by simplifying the onboarding flow

Context

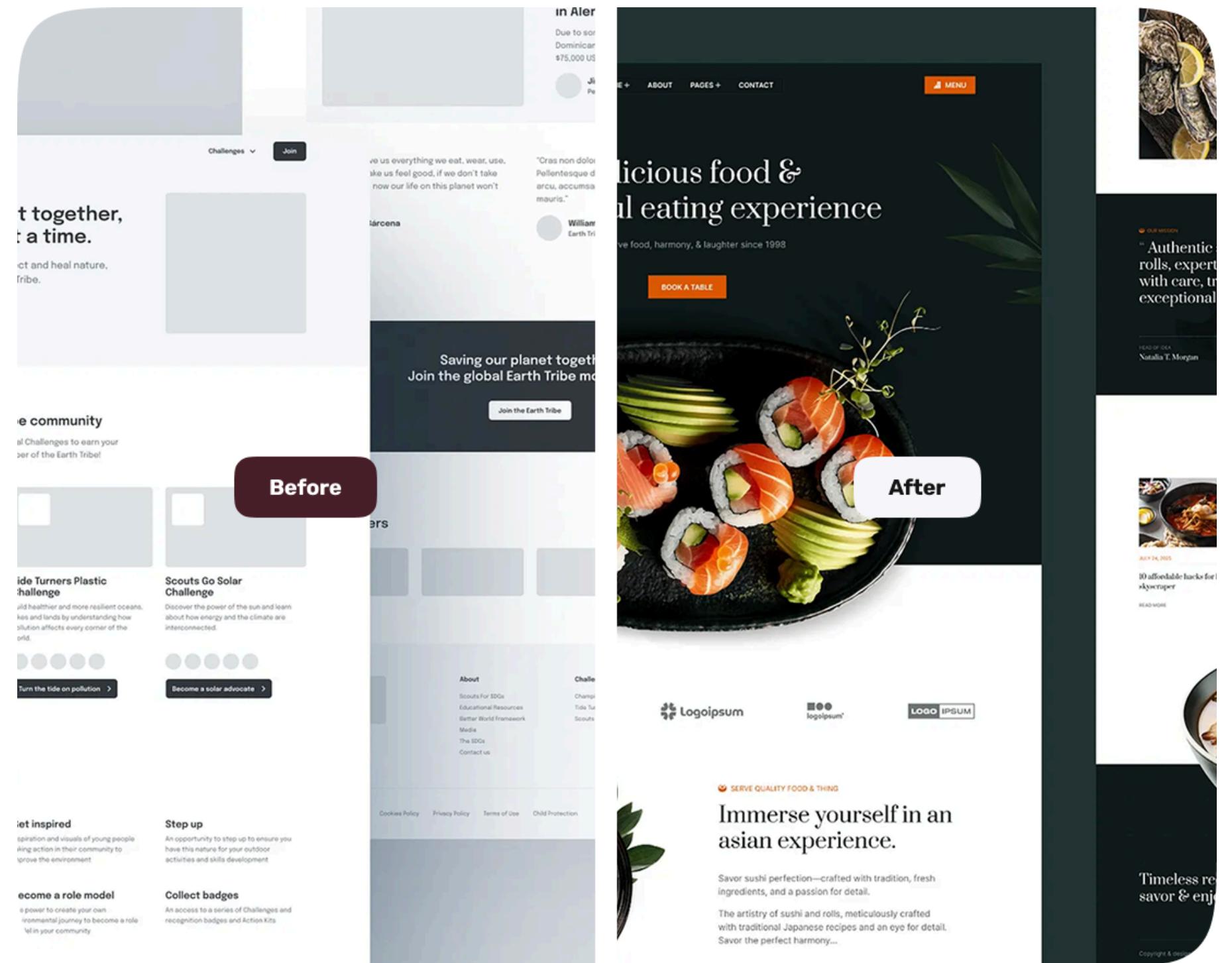
FlexBank is a mobile-first digital bank. New user onboarding had a 43% drop-off in step 2 (KYC verification).

My Role:

Led UX research, ideation, wireframing, prototyping, and usability testing.

What I Did:

- Conducted 8 user interviews
- Identified that users felt insecure sharing ID upfront



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Case Study 2 - Product Discovery UX for Shopora

Helping Users Find What They Love Faster

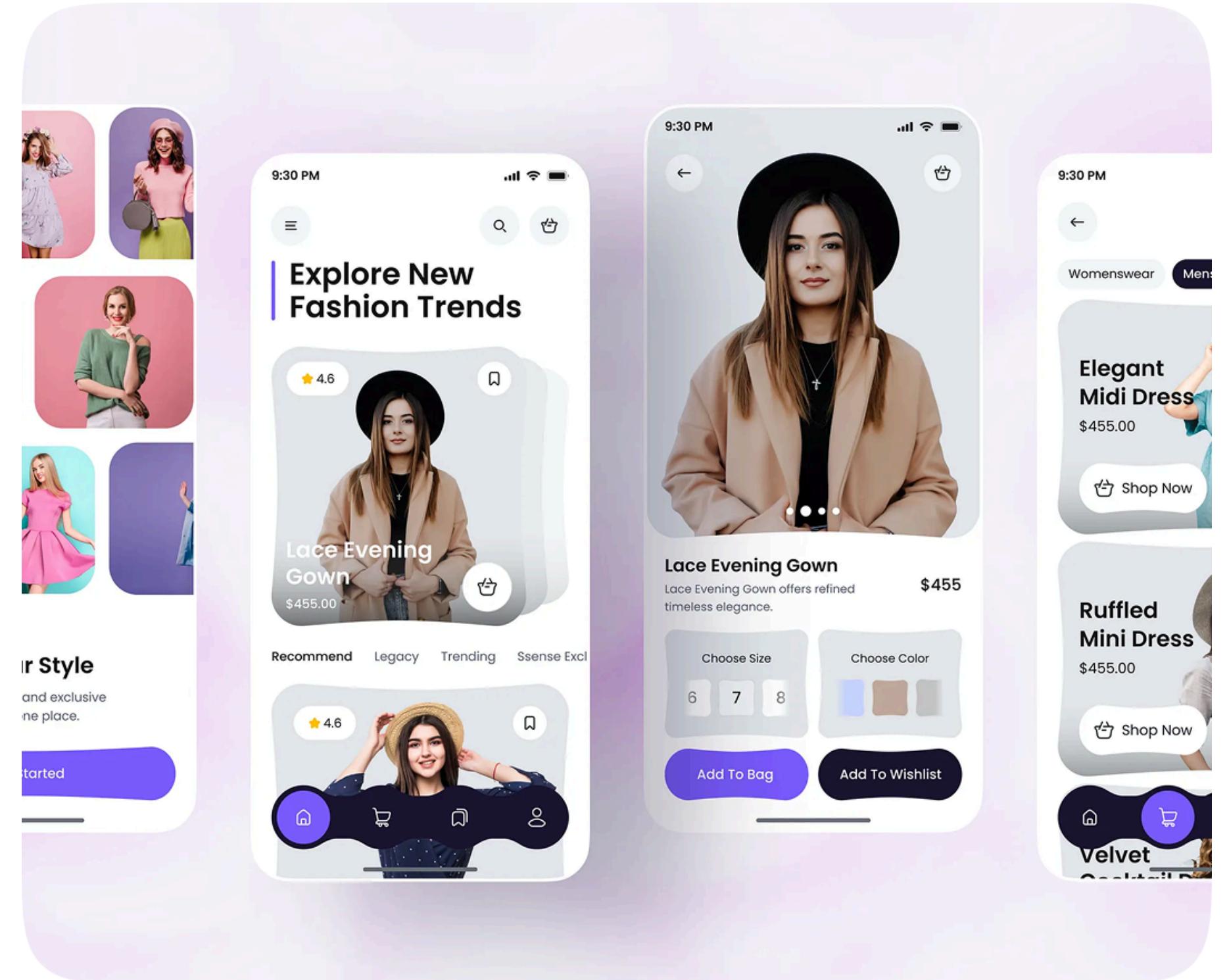
Improving product discovery for a Gen Z shopping app

Problem:

Gen Z users were abandoning search due to overwhelming filters and poor recommendations.

Research:

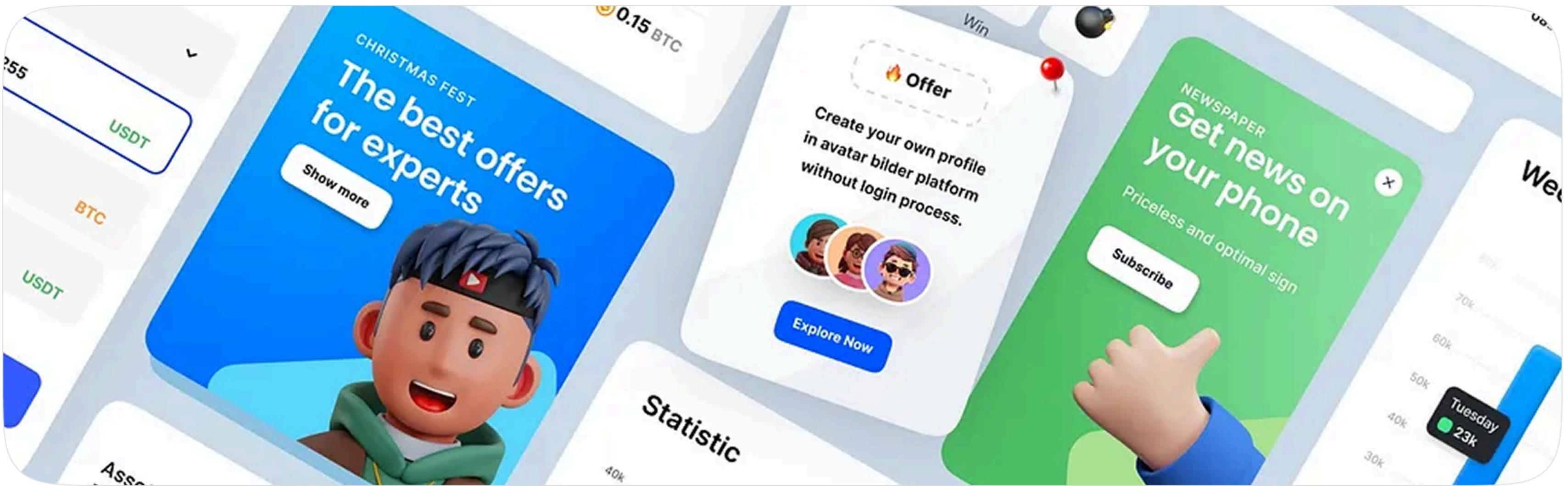
- Ran card sorting + click testing
- Found that Gen Z preferred mood- and style-based browsing

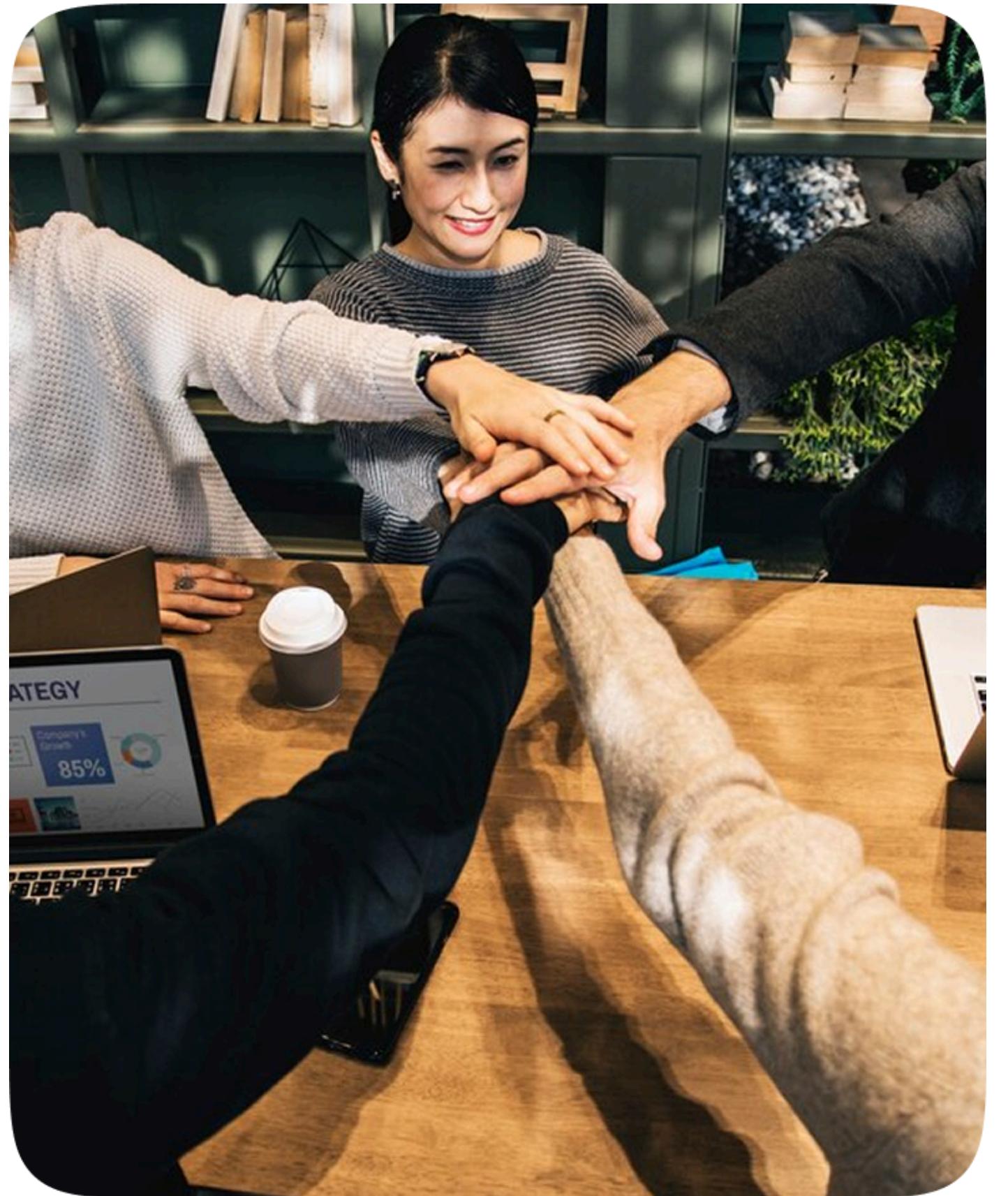


Design System & Visual Language

Building Systems That Scale Design consistency = user trust

- Built FlexBank's internal design system ("FlexKit")
- Components: Inputs, buttons, modals, cards, color styles
- Used variants & auto-layout for efficiency
- Improved design-dev turnaround time by 35%





Collaboration & Delivery

Designing is a Team Sport

Working cross-functionally for success

- Ran remote FigJam workshops for ideation
- Created Notion pages for research and dev handoff
- Conducted stakeholder demos with product leadership
- Tools used: Figma, FigJam, Notion, Jira, Slack



Feedback & Impact

Design That Made a Difference

What others say about working with me



[Designer Name] has a gift for turning complex user pain points into clean, usable solutions.

Neha Joshi, Product Manager at FlexBank

[Designer Name] has a gift for turning complex user pain points into clean, usable solutions.

Amit B, Head of Growth at FlexBank

[Designer Name] has a gift for turning complex user pain points into clean, usable solutions.

Neha Joshi, Product Manager at FlexBank

What I'm Looking For

Seeking My Next Design Challenge

Where I can create, collaborate, and grow

Role

UX/Product Designer

Location

Remote/London

Culture

Mission-driven team, fast iteration, strong design leadership

Interests

Fintech, health tech, edtech, and B2C apps





Thank you