

# Anushka Singh

## Senior UX Designer / Immediate Joiner

✉ design.anushka@gmail.com    ☎ +91-9266435534    📍 Gurugram, Haryana    🔗 LinkedIn

Behance    Design Portfolio

Experienced UX professional with expertise in transforming business opportunities and research into customer-focused designs that deliver clear, usable, and desirable outcomes. Proven track record of driving design projects through all phases while collaborating effectively across cross-functional teams. Embraces continuous learning with courage, adapting to AI advancements and emerging technologies.

### PROFESSIONAL EXPERIENCE

#### Fluidesigns

Senior UX Designer

Jan 2023 – Apr 2025 | Remote

- **Product-Design Ownership:** Directed end-to-end UX and transformed business opportunities into future-thinking designs, conducting user research, identifying pain points, defining problem statements, and creating comprehensive UX deliverables — including stakeholder interviews, journey mapping, site-maps, prototyping, and usability testing.
- **Customer-Focused Design:** Led 14+ projects across B2C and B2B sectors, driving iterative processes that balanced user needs with business objectives to deliver customer-focused designs that improved task completion and aligned with business KPIs
- **Cross-Functional Collaboration:** Partnered with stakeholders, PMs, and developers to ensure smooth handoffs and consistent user experiences, achieving 95% stakeholder satisfaction.

UX Design Intern

Oct 2022 – Jan 2023 | Remote

- Developed an EMR platform centralising cancer patients' medical histories to eliminate the need for repeated records across hospitals. Conducted field research in Vadodara and Arunachal Pradesh to ensure the platform addresses real clinical workflows.
- Received Best Communicator award (2022) for outstanding design communication skills.

#### Ozibook, UI/UX Design Intern

Jul 2022 – Oct 2022 | Remote

- Contributed to building OziGen's EdTech MVP by conducting user research to identify student challenges in finding trustworthy teachers. Created detailed wireframes and user flows enabling informed learning choices, demonstrating ability to simplify complex interactions into intuitive user experiences.

#### Cognizant

Quality Assurance Engineer

Aug 2020 – Jun 2022 | Gurgaon

- Achieved 99% bug-free product testing through UI validation and collaboration within an Agile environment. Initiated the shift from manual to automated testing, improving efficiency and accuracy.
- In the latter part of the role, I transitioned from QA to UX contributor, partnering with designers on user journey mapping, information architecture, and flow optimization for responsive platforms. Contributed equally to brainstorming sessions and design strategy development.

### SKILLS

**UX Deliverables & Processes** — Wireframing, Sketching, User Flows, Information Architecture, Journey Mapping, Site Maps, Storyboarding, Usability Testing, Design Systems, Low/High-Fidelity Mockups, Web & Mobile Design


**UX Research & Strategy** — Design Thinking, User Research, Competitive Analysis, User Experience Strategy

**Design & Prototyping Tools** — Figma, Adobe XD, Adobe Creative Suite, Microsoft Office Suite

## LIVE PROJECTS

**Graeon.ai**, AI | SaaS | Tech Startup

Oct 2023

- <https://graeon.ai/> 
- Delivered branding, website design (UX), POC, and no-code app development.

**Feedify**, B2B | Martech | SaaS

Jul 2023

- <https://feedify.net/> 
- Created responsive B2B website design focused on UI/UX and sales enablement.


**Epic ON**, OTT | Media & Entertainment

May 2023

- <https://www.epicon.in/> 
- Executed product design for EpicON OTT platform across mobile, web, TV, and tablet apps.

**Pebble**, Nonprofit | Social Impact

Dec 2023

- <https://www.pebbleimpact.com/> 
- Led branding and UI/UX website design for this nonprofit organization.

## EDUCATION

**B.Tech (CSE)**, Graphic Era Deemed To Be University

2016 – 2020 | Dehradun


- Scored 8.51 CGPA

## VOLUNTEERING & SERVICE

**National Cadet Corps**, Senior Under Officer

Feb 2018 – Feb 2019 | Dehradun

## CERTIFICATES

- Foundation of User Experience (UX) Design | Google Career Certificates 
- Design Terminology | Uxcel 