ANANYA GANJOO

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SUMMARY

Aspiring UI/UX Designer and Web Designer with proficient skills in Figma, HTML, CSS, and user-centered design. Passionate about creating responsive, accessible, and visually appealing user experiences for diverse platforms.

TECHNICAL SKILLS

- Prototyping
- Wireframing
- Responsive Designing
- UML Designing/ Information Architecture
- Frontend Designing (Basics)

DESIGN SKILLS

- Design Thinking
- Interaction Designing
- Accessibility
- UX Research/Writing

PROJECTS

EduInsight - Student performance analysis platform
Role: UX Designer

- Designed the UX for EduInsight, combining research and user feedback to create an intuitive interface.
- 100% of students rated the new design highly, and 90% of teachers reported a more efficient user flow.

SweetCrumble - Bakery website
Role: UX Researcher

- Conducted comprehensive user research to identify pain points and challenges in existing bakery websites.
- Designed and executed a local survey and competitive audit, gathering feedback from a diverse demographic, including users of all age categories.
- Analyzed survey results revealing that 78% of users expressed a need for AI integration, while 70% showed interest in voice assistance features.

InkStrip - Comic reading/writing application
Role: UX Designer

- Developed a theme-based mobile app for discovering, reading, and writing comics.
- Conducted feedback and usability testing, with most users rating the app 4.5/5, highlighting improved user experience and enhanced usability.

EDUCATION

G.L. Bajaj Institute of Technology and Management   **2022 - 2026**
Bachelors of Technology in Computer Science with AI - CGPA : 8.1   Greater Noida, UP, India

CERTIFICATION & BADGES:

Google UX Design Professional Certificate   https://www.credly.com/badges/46897fc8-7fb0-4ea2-b958-45e252361d61/public_url

SOFT SKILLS

Communication, Empathy, Detail-Oriented, Collaborative, Creativity and Innovation