ANANYA GANJOO

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• Portfolio • Linkedin • Behance • Github

SUMMARY

Product Designer with hands-on experience across UX research, interaction design, and visual systems for web and mobile products. Strong focus on accessibility, clarity, and scalable design decisions. Combines analytical thinking from a computer science background with user-centered design execution.

WORK EXPERIENCE

Satlights   *Sept 2025 - Present*
Product Design Intern
- Support product decisions through synthesis of user research and market analysis.
- Translate user and stakeholder feedback into wireframes and interaction updates for core workflows.
- Conduct direct conversations with 100+ potential users and support early product positioning, contributing to closure of the first client deal.

SyntX   *July 2025 - Aug 2025*
UI Design Intern   Live Site
- Designed scalable UI components and partnered with engineers to ensure production fidelity.
- Contributed to measurable growth in platform adoption.

ACADEMIC PROJECTS

Senior-Friendly UPI Experience – A simplified UPI interface built for senior citizens   *Nov 2025*
Product Designer | Accessibility & Inclusive Design   Project Link
- Reframed UPI usability as a trust and confidence problem through senior user research.
- Redesigned payment flows with accessibility-first decisions to minimize errors and cognitive load.
- Usability testing with senior users (n=10) showed improved task comprehension and confidence

DoodleTales – An A.I. integrated B2C platform that converts doodles to stories   *Mar 2024*
Product Designer   Project Link
- Defined the product vision and core user flow translating free-form doodles into AI-generated stories.
- Iterated on flows and prompts using user feedback to improve engagement and reduce confusion.
- Concept validation with parents (n=12) indicated strong perceived value and engagement.

EDUCATION

Bachelors of Technology in Computer Science with AI - CGPA : 8.14   **2022 - 2026**
G.L. Bajaj Institute of Technology and Management   Greater Noida, UP, India

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CERTIFICATION & BADGES:

Google UX Design Professional Certificate

TECHNICAL SKILLS

- **Design & Product Thinking**: Product Thinking, Interaction Design, Information Architecture, Accessibility-First Design, Design Systems, User Flow Modeling
- **UX Research & Strategy**: Problem Framing, User Interviews, Research Synthesis, Usability Testing, Insight-to-Design Translation
- **Visual & Interaction Craft**: Typography & Visual Hierarchy, Responsive Design, Micro-interactions, Consistency & Token Thinking
- **Tools & Technical Literacy**: Figma, FigJam, Adobe InDesign, Framer, HTML, CSS