

Anjali Yadav

PRODUCT DESIGNER

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EXPERIENCE

Product Designer - Flowfreak Digital Agency

Jun 2019 - Present (2 Years)

Flowfreak Digital Agency is a startup based in Ahmedabad. My role here starts from understanding the requirements from client and provide design solutions keeping users and business aspects in mind. I got hands on experience in doing marketing, strategic planning, R&D, leadership. And my major tasks were to give the overall design execution from research, to finding the user pain points, making along the user scenarios to getting the designs done.

My major products include : 1. Flowfreak 2. Finexbot 3. Wixthemestore (still in development) 4. Vigyanveda

UI/UX Designer - ATG (Across The Globe)

Jan 2019 - Jun 2019 (6 Months Internship)

Across the globe is an Web App and an android app that connects people of similar interests. My role here was to make user journey simpler and easy for better interactions. My tasks also included to design illustrations for onboarding, icons and make landing pages. I also collaborated in all over different projects like Banao.tech for clients projects.

UI/UX Designer - Alfred Technologies

Dec 2019 - Jan 2020 (1 Month Internship)

Alfred technologies is a startup that wants to spread the culture of indian origin and variety of languages inhabited by Indians. My role was to design ui interfaces for android app along with web app. I also collaborated in other projects as well.

Graphic Designer - Sanfe

Jan 2017 - Feb 2017 (1 Month Internship)

India's revolutionary feminine hygiene and period care brand that strives to build a better world for women. I was part of Sanfe in it's early days and contributed in it's major products making mockups, websites, graphics. Creating brand identity & presentations for investors to work this startup.

SOFTWARE EXPERTISE

UI/UX Design Softwares : Figma, Adobe XD, Invision

Graphic Design Softwares : Adobe Photoshop, Adobe Illustrator, Canva, Affinity Designer

Video Editing Softwares : Microsoft Expression, Adobe After Effects, Vyond

SKILLS

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|-------------------|----------------|-------------------|-------------------|-----------------|
| 1. UI/UX Design | 2. Prototyping | 3. Logo Design | 4. Icon Design | 5. Illustration |
| 6. Graphic Design | 7. Branding | 8. Package Design | 9. Website Design | 10. App Design |

EDUCATION

B.Tech In Computer Science

UIET, Maharshi Dayanand University Rohtak Haryana | 2016 - 2020