

ANVAYA ARSHA

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Education

VIT Bhopal University

B.Tech in Computer Science & Engineering (Health Informatics)

2022 – 2026

CGPA: 7.51

Technical Skills

UI/UX Tools: Figma (Auto-layout, Components, Prototyping, Team Libraries), Adobe XD, Illustrator, Photoshop, InDesign, Canva

Design Skills: Wireframing, Prototyping, User Research, Usability Testing, Accessibility, Interaction Design, Branding, Typography, Color Theory, Design Systems

Other Tools: After Effects (basic), Dora AI

Internship/Achievements

Summer of Bitcoin

Selected for Proposal Round

2025

- Selected for the Proposal Round after advancing through 3 global stages in a highly competitive international program.
- Recognized for research-driven design thinking, UX problem-solving, and innovative user-centered solutions.

UI/UX Design Internship (Via Internshala)

Dec 2024

- Secured a UI/UX internship under Samyak Jain, gaining experience in user research, wireframing, and responsive design.
- Contributed to design research, wireframing, and prototyping with a focus on creating intuitive user experiences.

Projects

Pehchaan – KYC Verification App

Figma, Illustrator, UX Research, Prototyping

Jun 2025 – Aug 2025

- Designed a mobile-first KYC solution for rural and semi-urban India with offline-first flows and vernacular-friendly onboarding.
- Introduced guided document capture, AI-powered voice assistance, and simplified verification steps to reduce user confusion and errors.
- Enhanced trust and security by integrating biometric login and transparent consent mechanisms within the app.

Cyber Conclave Event Website

Figma, Illustrator, Research — Interaction Design

Oct 2024 – Nov 2024

- Led the entire design cycle from research and wireframing to prototyping and usability testing for an academic event website.
- Developed cohesive branding and responsive layouts, ensuring accessibility across desktop and mobile platforms.
- Increased user engagement and registrations by 18% through improved navigation and clearer calls-to-action.

EDSYNAPSE Website Design

Figma, Illustrator, Photoshop — Typography, Information Architecture

May 2024 – Jun 2024

- Redesigned website structure with better typography, hierarchy, and visual clarity to improve information flow.
- Simplified navigation and applied modern UI principles for consistent cross-device accessibility.
- Achieved a 22% improvement in overall user satisfaction by refining layouts and reducing usability issues.

Leadership & Initiatives

Head of Design – VITronix Club

VIT Bhopal

Sep 2024 – Feb 2025

- Directed UI/UX and branding for websites, apps, and event assets, mentoring 10+ peers and coordinating cross-functional teams to enhance design quality and delivery.

Hackathon Participation

Pixel Flow 2.0 – UI/UX Hackathon [Synergy'24, IIIT Bangalore], Various Hackathons

2023 – 2025

- Designed responsive interfaces with Figma and Adobe XD at Pixel Flow 2.0 and applied design thinking in multiple hackathons.

Silver Medalist – Aarambh Cricket Tournament

VIT Bhopal (Inter-College)

2024

- Secured 2nd place among 10+ colleges, representing VIT Bhopal and demonstrating teamwork, leadership, and discipline.

Certifications

Generative AI Career Essentials

IBM Career Education

2025

Full Stack Developer (MERN)

SmartBridge x MongoDB

2025