

ANVAYA ARSHA

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EDUCATION

Vellore Institute of Technology

B.Tech in Computer Science & Engineering

2022 – 2026

CGPA: 7.51 / 10

TECHNICAL SKILLS

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

Design Skills: Wireframing, Prototyping, User Research, Usability Testing, Interaction Design, Visual Design, Typography

Frontend Knowledge: HTML, CSS, JavaScript, React.js, Node.js

Product & Analytical Skills: Product Research, UX Strategy, A/B Testing, Branding, Benchmarking, Documentation, SQL/Excel/GA, Jira

PROFESSIONAL RECOGNITION

LabelNest

Web & Brand Intern

Nov 2025 – Present

Remote

- Contributed to brand and website improvements under NestHQ, strengthening structure and clarity across core pages.
- Worked with the founding team to refine layouts and maintain visual consistency across the platform.

MIXLabs Creative Pvt. Ltd.

UI/UX and Frontend Designer (Intern)

Jan 2024 – Jul 2024

- Completed a 6-month internship focused on designing digital graphics and character assets across multiple product lines.
- Supported interface improvements and assisted in preparing design deliverables for web and social platforms.

Summer of Bitcoin

Advanced to Proposal Round

2025

- Advanced through three screening rounds and qualified for the proposal stage among international applicants.
- Acknowledged for analytical contributions and problem-solving in open-source tasks.

PROJECTS

Pehchaan – KYC Verification App

Figma, Illustrator, UX Research, Prototyping

Jun 2025 – Aug 2025

- Designed a mobile-first KYC system tailored for rural and semi-urban users with regional language onboarding.
- Introduced guided document capture, voice prompts, and a streamlined verification flow to reduce user errors.
- Added clear consent steps and biometric login options to strengthen user clarity and confidence in the process.

Cyber Conclave Website Design

Figma, Illustrator, Interaction Design

Oct 2024 – Nov 2024

- Managed research, wireframing, and prototyping workflows that contributed to an 18% rise in event registrations.
- Developed a responsive layout and unified visual identity that provided consistent performance across devices.
- Refined content sections and improved flow between pages, helping users access event details and reducing navigation drop-offs.

EDSYNAPSE Website Design

Figma, Illustrator, Photoshop

May 2024 – Jun 2024

- Improved readability and structure using stronger hierarchy, typography, and spacing, increasing usability scores by 22%.
- Designed clean navigation and an easy-to-follow page structure that simplified content exploration.
- Enhanced visual consistency across sections, helping users navigate primary features with greater ease.

LyfelIndex Website Redesign

Figma, Illustrator, Photoshop

Dec 2024 – Jan 2025

- Redesigned layout and hierarchy to reduce task time by 25% and improve overall clarity.
- Conducted user research, sketched flows, tested prototypes, and refined the interface based on user feedback.
- Improved alignment between visuals and brand goals, resulting in higher satisfaction during usability reviews.

LEADERSHIP & ACHIEVEMENTS

- Head of Design, VITronix Club** – Directed UI/UX, led a team of 6 designers, and delivered event-focused digital assets.
- Core Member, Sports Club** – Organized 5+ tournaments with 200+ participants, handling coordination and event logistics.
- Silver Medalist, Aarambh Cricket Tournament** – Represented VIT Bhopal among 10+ competing teams.

CERTIFICATIONS

Full Stack Developer (MERN), SmartBridge x MongoDB

2025

Generative AI Career Essentials, IBM Career Education

2025