

ANVAYA ARSHA

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EDUCATION

VIT Bhopal University

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

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, Competitive Benchmarking, Design Documentation, Data Interpretation (SQL, Excel, Google Analytics), Jira (Agile Collaboration)

PROFESSIONAL RECOGNITION

MIXLabs Creative Pvt. Ltd.

2024

UI/UX and Frontend Designer (Intern)

- Completed a 6-month internship as a UI/UX and Frontend Designer, collaborating directly with the Founder.
- Designed AI-generated characters and created digital graphics used across the company's website and social media platforms.
- Contributed to UI consistency and enhanced design workflow for better product visual alignment.

Summer of Bitcoin

2025

Advanced to Proposal Round

- Selected from a global applicant pool after clearing 3 competitive rounds.
- Recognized for research, problem-solving, and innovative solutions in open-source Bitcoin projects.

PROJECTS

Pehchaan – KYC Verification App

Jun 2025 – Aug 2025

Figma, Illustrator, UX Research, Prototyping

- 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 Website Design

Oct 2024 – Nov 2024

Figma, Illustrator, Research — Interaction Design

- Led the end-to-end design process (research, wireframing, prototyping), boosting event registrations by 18%.
- Created cohesive branding and responsive UI across multiple devices and platforms.

EDSYNAPSE Website Design

May 2024 – Jun 2024

Figma, Illustrator, Photoshop — Typography, Information Architecture

- Built wireframes & prototypes applying typography, hierarchy, and color theory, improving user satisfaction by 22%.
- Designed a clarity-focused, trust-enhancing layout with simplified navigation to improve usability and engagement.

LyfeIndex Website Redesign

Dec 2024 – Jan 2025

Figma, Illustrator, Photoshop

- Redesigned navigation and visual hierarchy, reducing task completion time by 25% and improving engagement by 15%.
- Conducted user research, wireframing, prototyping, and usability testing to deliver a responsive, user-centered redesign.

LEADERSHIP & INITIATIVES

Head of Design – VITronix Club

Sep 2024 – Feb 2025

VIT Bhopal

- Directed UI/UX and branding initiatives; mentored a team of 6 designers and coordinated cross-functional teams.
- Delivered websites and event assets on time, increasing event participation by 20%.

Core Member – Sports Club & Silver Medalist Aarambh Cricket Tournament

2023 – 2024

VIT Bhopal

- Organized 5+ inter-college tournaments with 200+ participants; managed logistics and coordination.
- Secured Silver Medal representing VIT Bhopal in Aarambh Cricket Tournament among 10+ teams.

CERTIFICATIONS

Generative AI Career Essentials

2025

IBM Career Education

Full Stack Developer (MERN)

2025

SmartBridge x MongoDB