ANVAYA ARSHA

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Education

VIT Bhopal University **2022 − 2026**
B.Tech in Computer Science & Engineering (Health Informatics) *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

Professional Recognition

Summer of Bitcoin *2025*
Selected for Proposal Round

- 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.

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 (in-depth research, wireframing, prototyping), boosting event registrations by 18%.
- Created a cohesive and professional branding system while ensuring responsive, accessible 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 further 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 for websites and apps, mentoring 10+ peers and coordinating teams to enhance quality and delivery.

Hackathon Participation **2023 − 2025**
Pixel Flow 2.0 – UI/UX Hackathon [Synergy'24, IIIT Bangalore], Various Hackathons
- 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 **2024**
VIT Bhopal (Inter-College)
- Secured 2nd place among 10+ colleges, representing VIT Bhopal and demonstrating teamwork, leadership, and discipline.

Certifications

Generative AI Career Essentials **2025**
IBM Career Education

Full Stack Developer (MERN) **2025**
SmartBridge x MongoDB