



Anjali Maurya

UI/UX Designer

I have been working as a UI/UX Designer for more than 3 years. My expertise includes designing intuitive interfaces and seamless user experiences that align with both user needs and business goals.

Contacts



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Berlin, Germany

Skills

- UI/UX design
- Visual design
- Web design
- Brand ideation
- Competitive analysis
- User research
- User flow diagram
- Wireframing
- Prototyping
- Style guide creation
- Usability testing
- User testing

Tools

- Figma
- Adobe XD
- Adobe illustrator
- Procreate
- Invision
- Marvel
- Usability hub
- HTML, CSS

Experience

Crealytics GmbH

● UX designer | July 2023 - Present

- As a mid-level UI/UX designer, I managed end-to-end design processes independently, from user research and wireframing to prototyping and usability testing. This hands-on approach allowed me to effectively balance multiple responsibilities as the product evolved.
- Working independently not only honed my ability to deliver impactful design solutions but also played a pivotal role in expanding my skill set and deepening my expertise in user-centered design.

● Junior UX designer | Nov 2021 - June 2023

Crealytics is data-activated performance advertising for brands and retailers. They had three products:

Pentaleap (Project)

- Joined Crealytics at an early stage when Pentaleap was just beginning to take shape, and played a key role in the development of many features such as Admin Centre, User Settings, Notifications, Platform Tour, etc., bringing unique ideas to the table that helped drive the platform's growth.
- Full update and continued maintenance of the design system to align on new company brand guidelines introduced.

iCLV Dashboard (Project)

- Focused on user needs in analyzing customer lifetime value (CLV) through in-depth user research and testing, prioritizing a user-centric approach.
- Defined data visualization style guide" and "designed dashboards with charts that communicated complex ideas and data in a simple way.

Search platform (Project)

- Led full UX update, redesigning key pages with modern UI components, and worked on new features.
- Enhanced the settings page through card sorting research, improving user experience.

Education



User Interface Design Certificate

CareerFoundry, 2020 - 2021

Specialization: Front-End Development



Master Of Business Administration

United Institute Of Management, India, 2017 - 2019

Specialization: Human Resource Management