

# Anjali Maurya

■ UX/UI DESIGNER  
PRODUCT DESIGNER

📍 Berlin, Germany

## EDUCATION

### UI Design Certificate

Careerfoundry

2020 – 2021

Intensive course at one of the world's leading UI /UX design schools providing 600+ hours of training with industry-leading tutors and mentors.

### Master Of Business Administration (MBA)

United Institute Of Management

2017 – 2019

Comprehensive program combining advanced HR strategies with practical industry insights.

## SKILLS

- User experience
- User interface
- App design
- Adaptive web design
- Product design
- Design system
- User research
- AB testing
- User testing

## Tools

- Figma
- Adobe UX, Illustrator
- Procreate
- Invision
- Usability hub
- HTML, CSS



✉ anjimaurya5@mail.com  
📞 +49 15124742309  
in [www.linkedin.com/in/anjalimaurya/](https://www.linkedin.com/in/anjalimaurya/)  
Bē [www.behance.net/TheAnjaliMaurya](https://www.behance.net/TheAnjaliMaurya)  
🌐 [dribbble.com/theanjimaurya](https://dribbble.com/theanjimaurya)

## PROFILE

I am a passionate UI/UX Designer with over 3 years of experience and an educational background in a business administration, which gives me a strong understanding of both design and business strategy. I create intuitive and seamless designs that not only enhance user experiences but also align with business goals, ensuring that every project drives value for both users and the company.

## EXPERIENCE

### UX Designer

Crealytics GmbH, Berlin, Germany

Jul 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

Crealytics GmbH, Berlin, Germany

Nov 2021 – June 2023

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

### Pentaleap

- 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

- 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

- 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.