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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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.
- Invision.
- Marvel.
- Usability hub.
- HTML, CSS and Java script(basic knowledge).

Anjali Maurya

Experience

Crealytics gmbh

● **UX designer | July 2023 - Present**

- As a mid-level UI/UX designer, my responsibilities expanded as the product evolved.
- I often managed design tasks independently, handling end-to-end design processes from user research, wireframing to prototyping and usability testing.
- Working independently honed my ability to balance multiple responsibilities while delivering impactful design solutions.
- This experience was pivotal in developing new skills and deepening my expertise as a designer.

● **Junior UX designer | Nov 2021 - June 2023**

Crealytics is data-activated performance advertising for brands and retailers. They had three products, Pentaleap, iCLV & Search platform

Pentaleap (Project)

- Joined Crealytics at an early stage when Pentaleap, was just beginning to take shape & played a key role in the development of many of its features, bringing unique ideas to the table that helped drive the platform's growth.
- Contributed significantly to the rebranding of the product, helping transform Pentaleap into a leading force in retail media.

iCLV (Project)

- Focused on user needs in analyzing customer lifetime value (CLV) & created a data visualization dashboard that simplifies viewing and using key data.
- It helped teams measure customer behaviour, align marketing spending with actual channel value, and visualised insights in a clear & straightforward way.

Search platform (Project)

- Led update of an outdated search platform, redesigning key pages with a modern UI and worked on new features.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