



## UI/UX Designer

UI/UX designer with a background in HR Recruitment. As a recruiter, I know the value of placing the right person at the right job. The similar principles apply in user Interface design, right design at right place.

### Contacts

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### Relevant skills

- Brand ideation
- Storytelling.
- Competitor research.
- User research.
- User Flow.
- Prototyping.
- Style guide creation.
- Wireframing
- Usability testing.

### Tools

- Adobe XD.
- Illustrator.
- Figma.
- Invision.
- Marvel.
- HTML and CSS code.
- Java script.

# Anjali Maurya

## Experience

### UI/UX Designer, Student Project, CareerFoundry (2020-2021)

#### Deliciously (A responsive recipe web app)

Interviewed users, ideated designs from findings. Created personas, wireframes, and prototypes. Conducted usability testing, iterated designs based on feedback. Designed with considerations for responsive web.

#### FIELDOPS (A native mobile app for tracking employee activity in financial company)

Designed for iOS and Android, following platform-specific guidelines. Conducted user and product research, competitive analysis, user interviews, and created personas to analyze and create user flow and wireframes for better navigation flow, and created prototypes for both android and ios version mobile app.

#### Dressify (An Ecommerce fashion application with latest and trendy apparels.)

Created brand guidelines document and all aspects of branding: logo creation, iconography, typography, color palette, layout and grids

#### My music (A music app with dual-mode (Dark and Light))

Completed competitive analysis, user flows/diagrams, wireframes, all aspects of visual design: style guides, visual hierarchy, color theory.

### Human Resource Recruiter

#### Wheelseye technology pvt ltd, Gurugram, India ( 2019-2020)

Recruited in an IT company pan India for almost every profile like developer, designer, tester, installer, manager, and sales executive.

## 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