

Anjali Maurya

UI/UX Designer

UI/UX Designer with an educational background in management, therefore I have a broad knowledge of market research and consumer research, referred to as competitive analysis and user research in UX terms, which is considered as the initial stage for any product development.

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).

Experience

Crealytics gmbh

UX designer | July 2023 - Present

Junior UX designer | Nov 2021 - June 2023

- As a designer, I work closely with developers and product team members to understand business requirements.
- Conduct user research and user testing to identify users' problems and come up with a solution to provide them with the best experience possible.
- Creating wireframes, design components, illustrations, typography, icons along with high fidelity wireframes and prototyping.

WheelsEye Technology Private Limited

Human Resource Recruiter (2019-2020)

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

Projects

Deliciously (Responsive recipe web app)

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

FIELDOPS (Mobile app for tracking employee activity in financial company)

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

Dressify (Ecommerce fashion application)

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

My music (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.

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