



## 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

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

# Anjali Maurya

## Experience

### UI/UX Designer

#### SEO PAQ | Remote | 2021 - Present

- Working on SEO PAQ client's projects for designing mobile applications.
- I work closely with clients to understand the business requirements and provide users with the best possible experience.
- Brainstorming product strategy and brand identity with executive directors, developers, and content strategists.
- Creating wireframes, design components, illustrations, typography, icons along with high fidelity wireframes and prototyping.

### 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.

## 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