

Anjali Kumari

Product Designer

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[Portfolio URL](#)

[Linkedin URL](#)

Creative and results-driven Product Designer with over 2 years of experience in designing digital products and leading projects from start to finish. Skilled at solving UX and UI problems, conducting user interviews to understand their needs, and make design decisions that help businesses grow.

Experience

The Potato Studio | Design agency

Mar 2023 · Today

Product Designer

- Led the design of a SaaS dashboard for the US restaurant market, improving user engagement.
- Created a real estate website similar to Product Hunt, enhancing user discovery and navigation.
- Conducted user interviews and surveys for an EdTech website, gaining insights that increased user satisfaction by 20%.
- Participated in a hackathon to create a 3D model website, reaching the final round after passing three rounds.
- Collaborated with cross-functional teams to define and implement innovative solutions for product direction, visuals, and experience.
- Executed all visual design stages from concept to final hand-off to engineering, ensuring a seamless user experience.
- Developed wireframes, storyboards, user flows, process flows, and site maps to effectively communicate interaction and design ideas.
- Conducted usability testing and iterated designs based on user feedback.

Freelancer | Shyam Enterprise

Apr 2022 · Oct 2022

Product Designer

- Designed user interfaces and experiences for multiple clients, focusing on usability and visual appeal.
- Created detailed user journeys, wireframes, and prototypes to effectively communicate design solutions.
- Managed website design projects, ensuring alignment with client specifications and industry best practices.

Akums Pharmaceuticals | Pharma Industry

Aug 2019 · Mar 2022

Quality Assurance

Ensured product quality through audits, testing, and compliance with industry standards. Collaborated with cross-functional teams to drive improvements in product quality and user-centric design.

Technical Skills

Figma, Adobe Creative Cloud (After effects and Photoshop), Jitter, and Framer, Hotjar

Professional Skills

Product Design
User Experience (UX)
Wireframing
Prototyping
User Interface (UI)
Cross-Functional Collaboration
User-Centered Design
Design Strategy
Interaction Design
User Flows
Storyboarding
Mockups
High Fidelity Prototypes
User Testing
UX Audit
Design Thinking
Communication Skills
Influencing Skills

Soft skills

Time Management, Creativity, Work Ethic, Communication, Teamwork, Problem-Solving, and Leadership

Portfolio

<https://www.anjali.design/>

My best Projects

Clickbacon & Crunch | Dashboard designing & Problem solving

Mar 2024 · Jun 2024

SaaS Dashboard for US Restaurant Market

- Led the design and development, improving user engagement by 25%.
- Collaborated with cross-functional teams to define and implement innovative solutions for product direction, visuals, and experience.
- Developed wireframes, storyboards, user flows, process flows, and site maps to effectively communicate interaction and design ideas.

Asianxt | Application

Apr 2024 · Today

Application for reels and shopping experience

- Majorly involved in doing user research, competitive analysis and building interactive and engaging application for awesome reels and shopping experience.

Truhypothesis | Dashboard designing & Problem solving

Mar 2023 · Today

SaaS Dashboard for Bank and NBFC investments.

- Creating a common platform for NBFC and Bank for investments and raising funds.
- We had the task to create a platform that would be easy to use and users can navigate easily.

Tally Education | Website designing & User Research.

Aug 2023 · Jan 2024

Website redesigning for students and teachers

Redesigning the website for student and teacher collaboration and also student registration for tally coaching.

Conducted user interviews and surveys, increasing user satisfaction by 20%.

Created design systems and style guide for the project.

Proptechbuzz | Website designing

Apr 2023 · Aug 2023

Website for featuring global real estates

Worked closely with designers on the website project, with my major contribution being a comprehensive UX audit and conducting user testing using platforms like Hotjar.

Professional education

UX/UI Design course
Oct 2022 · Jan 2023
Designboat UX/UI School

Bachelors of Pharmacy
Jul 2015 · Jul 2019
APJ Abdul Kalam University

High School
2013 · 2015
Kendriya Vidhyalaya

Portfolio

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