

ANANYA SINGH

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EDUCATION

MS in human-Computer Interaction | Indiana University-Bloomington

August 2024 – May 2026

B.Des in Textile Design | National Institute of Fashion Technology

August 2017 – July 2021

PROFESSIONAL EXPERIENCE

UI/UX Designer

Unikove Technologies Pvt. Ltd.

Dec 2021 – Jan 2024

- Delivered end-to-end solutions for 15 projects within an agile environment while efficiently managing multiple projects ranging from B2B, B2C, Saas & E-commerce.
- Designed various pages and panels for Newristics Website and Products boosting conversions and lead generation by 20%. Created a comprehensive & scalable design system that ensured accessibility and reduced development efforts by 15%.
- Redesigned TSSA's Customer Portal, streamlining the onboarding and access management process which increased the adoption rates by 22% and improved the platform's overall experience increasing user satisfaction rate by 45%.
- Collaborated and communicated with engineers, product managers, and researchers to gather requirements and devise solutions that aligned with business goals and technological and financial feasibility.
- Conducted interface audits to identify and resolve design inconsistencies, delivering pixel-perfect HTML mockups.

Graphic Designer

Espangle

Aug 2021 – Dec 2021

- Developed visual assets including logos and brand guidelines, illustrations and icons for FMCG brands and restaurants. Managed the entire process from initial concepts to final deliverables, contributing to 6 projects in 5 months.
- Participated in WhatsApp-based food ordering platform's initial research and design phases. Created digital assets for the project reducing inconsistencies and saving project time by 15%.
- Conducted user and market research for their clients to add a competitive edge to projects, ensuring alignment with user needs and increasing product adoption rates by 20%.

CLASSROOM PROJECT

Product Design and User Research

Ylopo

Aug 2024 – Dec 2024

- Contributed to Mission Control's end-to-end design rehaul to introduce the product to a new user group. Conducted user research to gather insights for new feature suggestions. This increased product adoption by 65%.
- Redesigned the portal to enhance user experience. Made the portal scalable by introducing a comprehensive atomic design system and restructured the navigation. These efforts led to an approximate 35% boost in usability.
- Conducted usability testing and evaluations to align needs and goals of all stakeholders.

SKILLS

Design: Product Design, UX Design, UI Design, Visual Design, Design Systems, Wireframing, Prototyping, Information Architecture, User flows, Design Mockups, Interaction Design, Responsive Web Design, Data Visualization, Storytelling, Presentation Design

Research: User Research, User Interviews, Contextual Inquiries, Surveys, Heuristic Evaluation, Usability Testing, A/B Testing, Affinity Mapping, Design Documentation, Journey Mapping

Tools: Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Framer, Adobe Creative Suite, Miro, Slack, Notion

HCI: Design Thinking, Critical Thinking, Social & Cognitive Psychology, Design Strategy, Accessibility, Human Factors, Human-Centered Design