

Anushka Belsare

Designer & Researcher

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[Digital Portfolio](#)

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[LinkedIn](#)

Experience

YUJ Designs

Senior UX Designer | April 2023 - May 2024

- Spearheaded research for a multinational tech company entering a new domain, identifying solutions that could lead to a potential 15% increase in market share.
- Led research and design of a user interface for an automotive website, increasing web traffic by 40% and increased lead generation within six months.
- Enhanced a customer-facing application for a manufacturing company through UX improvements, resulting in an increased user retention and a rise in transaction numbers.
- Worked closely with stakeholders to optimize an EV charging app, reducing task completion time by 35% and increasing satisfaction by 20% through iterative testing and usability improvements.

UX Designer | August 2021 - April 2023

- Redesigning a dashboard to emphasize key information, enhancing visibility of critical details and boosting task efficiency.
- Conceptualized and developed a personality-driven communication tool to facilitate collaboration between designers, product managers, and engineers, resulting in a 15% reduction in team friction.
- Streamlined VPN and SD-WAN flows for a leading cybersecurity company, enhancing task efficiency by 40%.

QAI Global

Graphic Design Intern | January 2021 – June 2021

- Conceptualized the redesign of the company website, corporate collaterals, and social media marketing, increasing web traffic.

Amirkhan Pathan Studio

Communication Design Intern | May 2020 - August 2020

- Executed branding strategies, packaging designs, brochures and web banners, enhancing client engagement by across multiple domains.

Education

Indiana University - Bloomington

Masters in Human-Computer Interaction and Design
August 2024 - May 2026 | GPA - 4/4

Avantika University

Bachelors of Design - User Experience Design
September 2017 - August 2021 | GPA - 7.68/10

Skills

Research

Qualitative & Quantitative Research, Contextual Inquiry, Observational Studies, Remote / In-Person Interviews, Interviews, Focus Groups, UX Audits, Cognitive Walkthrough, Co-design Activities, Personas, Journey Mapping, Survey Design, A/B Testing, Usability Testing, Data Analysis, Market Taxonomy, Desk Research, Information Architecture, Card Sorting, Literature Review

Design

User Flows, Task Flows, Sketching, Storyboarding, Wireframing, High-Fidelity Mock-ups, Prototyping, Interaction Design, Visual Design, Design Systems

Tools

Figma, Sketch, Adobe Creative Suite, Miro, Tableau, Microsoft Suite

Extra-Curricular

Center of Excellence for Women & Tech

Web Design Intern | January 2025 - Present

- Responsible for strategic planning of events and coordinating, while advocating for women and underrepresented groups in tech.

ADPList.org

Design Mentor | March 2023 - Present

- Mentoring students in the areas of portfolio development and resume building