

Aditi Anand

User Experience Designer

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WORK EXPERIENCE

Netbramha / Associate Senior UX Designer

AUG 2022 - PRESENT, BENGALURU

- Drove UX design for Springer Nature Index, a data-intensive platform for scientific researchers, boosting operational efficiency by 30% and user engagement by 40%.
- Led UX for a B2B2C well-being product, increasing organic session bookings by 1.4x and content engagement by 40%.
- Shipped 6 products spanning Wellness, Research analytics, Transportation tech, Fintech, E-publishing and E-commerce domains.
- Revamped UX research process via implementing AI-driven tools, cutting down research cycle times by 35% and accelerating product development.
- Executed 10+ internal UX strategy and innovation projects, creating POCs that converted 60% of prospects into paying customers, and developed a design trends deck across 10+ domains for POCs and internal teams.
- Elevated from a foundational position as UX Designer to one focusing on leading and talent development as an Associate Senior designer; conducted knowledge-sharing sessions to increase skill proficiency across multiple areas of product design.

Unthinkable Solutions / UX Designer

NOV 2020 - AUG 2022, GURUGRAM

- Led product design for 4 Health-tech products, including customer and doctor-facing mobile apps and EHR & management systems, collaborating closely with the product CEO, marketing and engineering teams.
- Improved EHR portal user flows, reducing session booking drop-offs by 20% and helpline calls by 60% by enhancing navigation and self-service features.
- Initiated a bi-weekly 'Design Inspiration' series which showcased diverse, cutting-edge design trends, sparking innovation and resulting in 80% positive feedback on team surveys.

Patna Beats / Communication Designer

JUN 2019 - OCT 2021, PATNA

- Led the website revamp and rebranding of the company collaborating with UX & graphic designers, writers & developers.
- Spearheaded 15+ branding and visual identity projects for local Bihar brands, ensuring design consistency.
- Cultivated cross-functional team collaboration between design, UX and marketing, resulting in a 30% faster project completion rate.
- Advanced from Graphic-design Intern to Communication Designer within 2 months.

SKILLS

Design : Product thinking • Design Strategy • Lean UX • Design Systems • Data Visualisation • Design Operations • Vision presentations • User flows • Wireframes & mock-ups • User Interface Design • Micro interactions • Prototypes

Research : Market analysis • Usability testing & Experiment • User Interviews • Data analysis • Task analysis & persona hypothesis • Empathy maps • Cafe & diary study • Cognitive walkthrough

Tools proficient in : Figma & Framer • Sketch & Zeplin • Adobe XD • Adobe CC • Spark AR • Invision & Keynote • Axure • Miro

Soft skills : Organising workshops • Facilitating design critique • Stakeholder Management • Process Optimization • Mentorship • Empathy • Leadership • Collaboration • Creative Writing

EDUCATION

NIFT / Bachelor of Design

AUG 2017 - JUN 2021, PATNA, INDIA

Certifications

- Gamification, IDF
- Design for Thought & Emotion, IDF
- Human Centered Design, Coursera
- Design Virtual Exp. Program, BCG

ACHIEVEMENTS

- **Best Graduation Project**, 2021
- **1st Prize Character Design**, Spectrum 2020, Spectrum 2019