

Anisha Dahiya

UI/UX Designer

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SUMMARY

- Experienced UI/UX designer with 4.6 years, delivering 60+ user-centric interfaces merging aesthetics and usability, elevating satisfaction.
- Created 10+ interactive prototypes expediting design validation and development.
- Enhanced user engagement 2x through optimized UI/UX, validated by comprehensive A/B testing.
- Collaborated on 50+ projects, fostering teamwork, and shared expertise. Integrated insights from 30+ usability tests, ensuring designs exceed user expectations.

SKILLS

• User Interface(UI) Design • User Experience(UX) Design • Prototyping and Wireframes • A/B Testing • Design Thinking • Adobe Creative Suite • Logo and Brand Identity • Design Guidelines • Usability Testing • User Research

EXPERIENCE

Renascence, Dubai - UX Designer

Sept 2023 - Present

- Conducting user research to understand customer needs and preferences.
- Collaborating with cross-functional teams to align CX strategies.
- Managed a Team of 3 people.
- Ensuring a seamless and enjoyable customer journey.
- Maintaining brand consistency and design standards.

Think 360 Studio, India - Senior UI/UX Designer

March 2022 - August 2023

- Senior UI/UX Designer focusing on user-centered design principles using UX research methods.
- Received 97% positive client feedback.
- Managed a Team of 5 people.
- Built interactive designs for complex web design and applications helping clients cost-cutting by 10%
- Prototyped User interfaces and user experience design (UED) for 10 customer jobs in 11 months.

Erginous Technologies, India - Graphics & UI/UX Designer

November 2019 - March 2022

- Conceptualized branding and product design for more than 20+ projects.
- Slashed client costs by 18% with a more efficient working approach.
- Drove 4+ projects concurrently.
- Built 8+ Telehealth, Enterprise, and CMS Applications with Wireframing, Interaction Design, and Prototyping

Solitaire Infosys, India - Graphic Designer Trainee

July 2019 - November 2019

- Created Interactive portfolios, Logo Design, and branding for 12+ clients.
- Learned various user research techniques to reduce bounce rate to 10%.
- Worked with 16 creative personnel to develop brand and communication-related designs.
- Gained proficiency in 6+ design software including Adobe Creative Suite -Photoshop, Illustrator, Figma, CorelDRAW, Axure, Final Cut Pro, and Adobe Xd.

INTERNSHIP

Thammasat University, Thailand - Research Intern

Feb 2018 - April 2018

EDUCATION

Rajasthan Technical University, India - Bachelor's of Technology

August 2015 - May 2019

Majored in electronics and communication engineering.

CERTIFICATION

Enterprise Design Thinking Practitioner - IBM

Tools

• Adobe Creative Suits • Figma, Adobe XD, Sketch • Invision • Jira • Axure • Basic Understanding of HTML, CSS, JavaScript/jQuery.