

BHAVYA ANAND

UI/UX DESIGNER

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EXPERIENCE

UI/UX Designer

Mar 2021 - Present

Unimax International

- Ideate, produce, and present project deliverables such as userflows, wireframes, concept designs to demonstrate new features and other visual elements in the project.
- Use state-of-the-art conversational research techniques to plan & execute primary market research projects to meet the specific objectives.
- Creating leads using Landing pages designed and enhanced using A/B testing which resulted 68% better conversation.
- Synthesize primary research findings into actionable insights according to the project objectives to facilitate strategic decision making.
- Prepare and present rough drafts to internal teams and key stakeholders.
- Collaborate with team members to derive trends, conclusions and recommendations based on research data and analyses.
- Also, conduct secondary research on markets, and competitors.

Freelancing

Aug 2020 - Mar 2021

- Designed custom 2 WordPress websites.
- Handled Instagram business accounts.

Web Designer

Mar 2019 - July 2020

S.D.PROMO MEDIA

- Design and Develop company's project 4 different websites.
- Optimize content for the website and social networking channels.
- Worked on two International Projects.

TOOLS

Figma

Sketch

Adobe XD

Photoshop

CERTIFICATION

Google Analytics

Google

Aug 2022 - Sep 2022

Planning and principles implementation and data collection, configuration, administration, conversion and attribution, and reports, metrics, and dimensions.

User Experience Course

Accenture

Aug 2022 - Sep 2022

Broad understanding of User Experience and covers the foundations of User Experience design and process including: user journeys, prototypes, information architecture, and wireframes.

EDUCATION

Google UI/UX Bootcamp

2021 - 2022

9-month intensive course in UI/UX methodologies and technologies.

MDU University

B.tech in Computer Science Engineering

SKILLS

User Research

Wireframing

Prototyping

User Testing

Interaction Design

Product Strategy

Competitive Analysis

A/B Testing