

Ansuman Mishra

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Summary

Experienced UI/UX designer crafting impactful solutions through user-centered design. Proficient in intuitive interface creation, rapid prototyping, and high-fidelity designs. Committed to designing better user experiences with a pinch of aesthetic.

Professional Experience

UI/UX Designer, CMOTS Infotech (*Mumbai, India*) 2023 – present

- Led website redesign projects, implementing user flow, wireframes, high-fidelity designs and leveraging design systems style guide for easy design changes maintaining consistency.
- Collaborated closely with stakeholders to develop user-centric design solutions, receiving strong feedback for balancing business goals with seamless usability
- Created various micro interactions and animations throughout the website
- Optimized the app user experience with usability and accessibility testing, resulting in a 35% increase in user engagement
- Reduced the bounce rate by 70% with redesigned website which made a huge impact on company's user retention.

Product Visualizer (*Freelancing, Remote*) 2021– 2022

- Designed 3D products & mock-ups for cosmetic & retail industry with client satisfaction rate of 95%.
- Made collaborative solutions for designs with success rate of 85% from stakeholders and users.
- Optimized the app user experience with usability and accessibility testing, resulting in a 15% increase in engagement.

Projects

- **Motilal Oswal**: Worked on a two-factor authentication with optimal user flow & designed better user experience. Collaborated with front-end & back-end team for implementation & testing phase.
- **JM Finance**: Responsible for prototyping & showcasing the information architecture & user flow.
- **Aanand Rathi**: Designed responsive dashboard design with prototype.
- **Philip Capital**: Responsible for website redesign with 60% increase in user retention and 30% user conversion rate.

Skills

Prototyping, Wireframe, Interaction Design, Animation, 3D visualization, Illustration, Web Designing, Webflow, CSS/HTML/JavaScript, Spline, Design Thinking, User flow, Information Architecture, User Experience,

Education

Masters in Business Administration, Sri Sri University

7.5/10 CGPA

Bachelors in Commerce, Sri Sri University

4.6/7 CGPA

Certifications

Google User Experience Certificate | Webflow Certified