

ANANYA SINGH

UX, Visual & Product Designer

Bloomington, IN 47401

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ananyasingh.site

EXPERIENCE

Unikove Technology Pvt. Ltd.

Visual Experience Designer

Dec 2021 - Jan 2024

- **User Experience Designer:** Delivered and launched **15+ projects**, transforming client requirements into digital solutions across industries including Pharmaceuticals, Healthcare, E-commerce, Fashion, Beauty, and Technology.
- **Visual Design:** Designed **500+ reusable digital assets**, including custom icons, images, and illustrations, for various projects. These assets aligned with the brand identity, enabling clients to convey their message visually and consistently.
- **Stakeholder Relations:** Effectively communicated with stakeholders to understand objectives and provide regular status updates, ensuring seamless project progress. Consistently achieved **100% client satisfaction**.
- **Cross-functional Collaboration:** Collaborated with a diverse team of Digital Marketing experts, Product Managers, Business Analysts, Researchers, and Developers, often serving as the sole designer.
- **Quality Check:** Conducted thorough audits of interfaces to identify design inconsistencies and responsiveness issues, ensuring high-quality deliverables before handover.

Espangle Consultancy Ltd, Gurugram

Graphic Designer

Aug 2021 - Dec 2021

- **Graphic Designer:** Developed comprehensive visual assets for FMCG brands and restaurants, including website designs, packaging, brand concepts, logos, marketing collateral, catalogs, and social media content. Managed the entire process from initial concepts to final deliverables, contributing to **6 projects** in 5 months.
- **User Experience Design:** Participated in the initial research and design phases for their WhatsApp-based food ordering platform. Contributed to user research, competitive analysis, user journey mapping, wireframing, and style guide development, successfully setting the stage for the project's growth.

EDUCATION

Indiana University,

Bloomington

MS in Human-Computer

Interaction/design

2024 - 2026

National Institute of Fashion

Technology, Chennai

B.Des in Textile Design

2017-2021

SKILL

Design

Interface Design, Visual Design, Design Systems, Style Guides, Brand guidelines, Wireframing, Prototyping, Information Architecture, User flows, Design Mockups, iOS/Android App Design, Portal Design, Responsive Web Design

Research

User Interviews, Design Thinking, Heuristic Evaluation, Usability Testing, A/B Testing, Affinity Diagramming, Design Documentation, Journey Mapping, Data Visualization

Tools

Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Framer

CERTIFICATES

UX Design Specialization

Coursera, Google

2021