

Anjum Lakhani

Product Designer · UX & Digital Experience

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S U M M A R Y

Product Designer with 5+ years of experience designing digital platforms, service experiences, and data-informed interfaces across health-tech, fintech, and e-commerce. Grounded in UX research, interaction design, and systems thinking with a rare ability to close the loop between design decisions and real business outcomes through analytics, A/B testing, and CRO. Known for translating complex user needs into clear, scalable experiences that perform.

E X P E R I E N C E

Digital Experience Designer · Bravella Health Inc
Health-Tech · Toronto, ON

Jun 2025 – Present

- Led end-to-end UX for clinic websites information architecture, page hierarchy, and booking flows increasing lead-to-consultation conversions by 28%.
- Conducted user research and usability testing with patients and clinical teams; translated findings into prioritised, iterative design improvements.
- Contributed to the design of Ella, an AI-assisted internal tool supporting patient onboarding and concierge workflows - shaping interaction patterns for trustworthy, human-centred AI in healthcare.
- Ran A/B and multivariate tests across website pages, CTAs, and email flows; improved click-through rates by 20% and reduced drop-offs by 17%.
- Used GA4, Hotjar, and HubSpot to connect qualitative research with quantitative signals, driving continuous design iteration.
- Elevated visual consistency and accessibility across all clinic's digital touchpoints - ensuring credibility and clarity for patients making healthcare decisions.

UX Student Researcher · George Brown College

Oct 2023 – Mar 2024

Applied Research · Toronto, ON

Link to my work: <https://anjumlakhani.framer.website/buildops>

- Designed a project tracking tool in collaboration with product managers and engineers - improving workforce efficiency by 40%.
- Built a scalable design system and front-end component library that reduced development time for new features by 30%.
- Conducted user interviews and observational research; delivered full user flows, feature specs, and design-to-development handoff documentation.

Freelance UX Designer · Independent - Dubai Client

Mar 2022 – Aug 2022

E-commerce · Remote / Dubai

Link to my work: <https://anjumlakhani.framer.website/elv%C3%A9ra>

- Designed the end-to-end UX for a multi-category e-commerce platform — defining information architecture, navigation logic, and product discovery flows.

- Translated complex category structures into intuitive shopping journeys that support confident purchase decisions and scalable catalogue growth.
- Delivered wireframes, prototypes, and high-fidelity screens across desktop and mobile breakpoints.

Interaction Designer III · UX Designer · Homeville Group

Jul 2022 – Jul 2023

Fintech · Mumbai, India

Link to my work: <https://anjumlakhani.framer.website/cdp>

- Led UX design of an in-house Customer Data Platform (CDP) unifying first-party data from multiple financial products to support CRM operations.
- Conducted end-to-end UX research - user interviews, competitive analysis, contextual inquiry, usability testing - applying findings directly to design decisions.
- Built and maintained scalable design systems and information architecture, ensuring consistent delivery across the product portfolio.
- Worked in an agile environment alongside engineers and product managers; oversaw design quality and alignment throughout delivery.

Assistant Manager - Product & UX Design · Onestop Retail

Feb 2020 – Jul 2022

D2C Retail · Mumbai, India

- Led UX design for Onestop's D2C retail website — user research, visual design, and conversion-focused layouts.
- Managed a team of 3 interns across design, social media, and packaging; contributed to trend research and brand visual direction.

S K I L L S

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| · UX Research, Usability Testing & Journey Mapping | · CRO, A/B Testing & Analytics (GA4, Hotjar, Clarity) |
| · Interaction Design, Wireframing & Prototyping | · Figma, Adobe XD, Adobe Creative Suite, Miro |
| · Design Systems & Information Architecture | · HubSpot, Mailchimp, WordPress, Shopify, Notion |
| · Cross-Platform UX (Mobile + Web + Service Design) | · SEO-informed Design & Content Strategy |

E D U C A T I O N

Postgraduate — Marketing Management, Digital Media

2024 – 2025

George Brown College · Toronto, ON

Postgraduate — Design Management

2023 – 2024

George Brown College · Toronto, ON

Bachelor of Design — Product Design

2012 – 2017

MIT Institute of Design · India, Pune