

Anika Meppurath

UX Designer & Visual Storyteller

<https://anikam.framer.website>

anikaaaaa018@gmail.com

+91 8320432376

ABOUT ME

I'm a Multidisciplinary Designer who sees design as a way to listen, connect and shift perspectives. My work explores innovative frameworks and storytelling methods to uncover fresh narratives that go beyond traditional design. I focus on crafting empathetic, human-centered solutions that blend imagination with real-world context, enabling meaningful connections and moments of ease within the ordinary.

SKILLS

DESIGN SKILLS

- User Research, Wireframing & Prototyping
- User Flow & UX Strategy
- Visual Design & Understanding**
- Brand Collateral Design (Logos, Packaging, Marketing Materials)
- Branding Strategy & Identity Design
- Visual Storytelling
- Typography & Layout Design

RESEARCH SKILLS

Usability Testing
Competitor Research
Desk Research
User Interviews
Journey Mapping
Empathy Mapping

TOOLS

- Figma
- Procreate
- Framer

Adobe Creative Suite

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe After Effects
- Blender (Basic)

EDUCATION

National Institute of Design Assam

B.Des. in Communication Design | 2022 – 2026

Asia English School

Till 2021

PROJECTS

Enhancing Cultural Curiosity Through Playful Design– UI/UX Proj.

April 2025 (7 weeks)

- Designed an interactive cultural learning experience for children, integrating Assamese traditions through engaging games and visual storytelling.
- Conducted comprehensive user testing with target audiences to gather insights, improve usability, and enhance content engagement.
- Developed a cohesive design system and mobile optimized prototypes featuring sequencing, dial, and pointer pull games that combine education with fun.
- Expanded content to cover local flora, fauna, and regional maps, fostering curiosity and pride in cultural heritage through immersive play.

Club Duelz, UX/UI

July 2025 (2 weeks)

National-Level Pitch Rank: 6th (Presenting to Google, Microsoft & top industry VPs/SVPs)

- Redesigned grassroots football tracking app for real onfield chaos for sweat, speed, sunlight.
- Simplified match logging and improved visibility for all players using adaptive, human centered UX.
- Built voice calibrated logging, "log later" actions, and fair recognition systems for every team role.
- Designed mood based UI themes for social connection; iterated with rapid prototypes and feedback.
- Key skills: Empathy, contextual design, storytelling, rapid iteration.

Promoting Local Markets– UI/UX Project

September 2024 (5 weeks)

- Designed an app to promote local market products in Jorhat, Assam, providing a platform for small businesses to sell online.
- Conducted user research through interviews with shop owners, empathizing with their challenges and aspirations.
- Developed user personas and journey maps to better understand the emotional touchpoints in the shopping experience.
- Created wireframes and prototypes focusing on seamless user flows and an intuitive interface.
- Delivered a product that connects local sellers to a broader audience, celebrating community stories.

Anika Meppurath

UI/UX Designer & Visual Storyteller

<https://anikam.framer.website>
anikaaaaa018@gmail.com
+91 8320432376

HOBBIES

Photography
Writing
Drawing/Illustration

SOCIALS

Instagram
https://www.instagram.com/anikaaaaa_18/
Linkedin
<https://www.linkedin.com/in/anikaasanil-7a3a442a6/>

PROJECTS

Graphic Narrative Project

March 2024 — April 2024 (6 weeks)

- Conducted contextual research to understand the lived experiences of marginalized communities, focusing on pain points and aspirations.
- Created a narrative driven graphic project exploring health and hygiene in urban slums through a child's perspective.
- Used visual storytelling to highlight the resilience of marginalized communities while addressing societal challenges.
- Translated user empathy into compelling visuals that evoke understanding and inspire action.

Key Skills Applied: Empathy, Visual Storytelling, Problem-Solving

CERTIFICATE

Google UX Design Certificate: Foundations of User Experience (UX) Design

<https://coursera.org/verify/L4JALX36MPVM>

Acquired foundational skills in user-centered design, wireframing, prototyping, and usability testing.

Top 6 Finalist — Design Fusion Season 2

Design Fusion Season 2: India's Biggest Designathon (UI/UX & Branding), 2025, officially partnered with Spline and outreach by Lollipop Design

- Received real time feedback and mentorship from top industry leaders including designers from Google, Microsoft, and leading Indian startups.
- Collaborated in a cross functional team to design both digital products and brand systems under tight deadlines.