

# Anirudh Kanaparthi

## Lead UI/UX and Product Designer

4+ years as a UX designer, I specialize in user-centered designs for web and mobile platforms, leading B2B and B2C projects. Proficient in Figma and Material UI, I transform complex requirements into intuitive solutions, ensuring accessibility and visual appeal.

### EXPERIENCE

#### Strong Basics LLC - Lead User Experience Designer

JAN 2024 - PRESENT, COLUMBUS, OH (REMOTE)

- Led a cross-functional team of 3 designers and 20+ developers in transforming the **AI-integrated home solutions chatbot** platform Remodel AI, achieving a 30% increase in lead conversions by implementing a design system based on **Material Design MUI and React** guidelines.
- Designed a user-centric dashboard with a streamlined navigation bar, reducing user errors by 40% and improving task efficiency, directly addressing fragmented management tools and a cluttered user interface.
- Developed a comprehensive onboarding tutorial using micro-animations, resulting in an **85% completion rate** among new clients, effectively guiding them through organization setup and subscription purchasing.
- Engineered a **Scheduler Engine for lead capture** and appointment scheduling, enhancing user satisfaction ratings by 20%, with in-progress design iOS and Android apps to further boost client nurturing system engagement by 50%.

#### Financebox - Lead User Experience Designer

SEP 2021 - AUG 2022, HYDERABAD, INDIA

- Led a cross-functional team of one designer and 12 developers in an **agile environment for the B2B FinTech startup**, driving design thinking and programming of a comprehensive business solution.
- Designed over 50 screens utilizing a customizable design system in Figma, adhering to Material UI 2 guidelines and React JS, resulting in a 95% stakeholder approval rate through user-centered design principles.
- Onboarded 120+ business clients to the enhanced product for managing Indian GST and TDS tax filings, leading to a 30% increase in client engagement and a **35% improvement in task efficiency** through effective customer journey mapping.
- Developed a robust design system that streamlined design processes and enhanced usability, achieving a **90% success rate** in usability testing and launching the product across four states, targeting integration with 200 new business clients.

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### EDUCATION

#### MS in User Experience & Interaction Design

Thomas Jefferson University

AUG 2022 - MAY 2024, PHILADELPHIA, USA

#### Certification in UI/UX Design

Design Boat School of Design

SEP 2019 - MAR 2020, INDIA

#### Bachelor's in Architecture

JNAFAU

SEP 2015 - MAY 2020, INDIA

### SKILLS

**Design:** Wireframes, UI Elements, Usability Testing, User-Centered Design, Responsive Design, Interaction Design, Visual Design, Mobile Design, Accessibility, Heuristic Analysis, Information Architecture, User Flow, Design System, Rapid Prototyping, Web Responsive Design, Mobile App Design

**Research & Strategy:** User Research, Card Sorting, Content Strategy, Brand Strategy, Customer Journey Mapping, A/B Testing, Competitor Analysis, Research Synthesis, Semi-Structured Interviews, Usability Testing, Heuristic Analysis, WCAG Accessibility Audit, Journey Mapping.

## Uni.xyz - User Experience Designer

JAN 2021 - AUG 2021, REMOTE, INDIA

- Designed the **Uni Market Place** segment, boosting user engagement by 30% and **increasing product listings by 25%**. Led the design and implementation of UI elements, including search functionality, interactive widgets, and custom-made components for Architectural competition and collaboration platform.
- Created wireframes, prototypes, and animations in Figma to simulate user interactions, resulting in improved user flows and enhanced usability. Developed user flows and conducted usability testing on both desktop and mobile platforms, improving **user engagement metrics by 35%**.

## Truckdock Logistics - UI/UX Designer

FEB 2020 - Dec 2020, HYDERABAD, INDIA

- Led digital transformation, **increasing web traffic by 40%** and customer loyalty by 25%. Revamped the company's client-facing portal by designing intuitive navigation menus, buttons, and components that optimized the user experience with Adobe XD
- Designed interactive UI components, including Web landing page, filters, and login screens for logistics management.

## Thomas Jefferson University - UX Designer and Researcher

AUG 2022 - MAY 2024, PHILADELPHIA, PA

- Integrated an innovative e-commerce integrated App for the O'Keeffe's hand cream brand, enhancing usability scores by 30% with **4+ key App features** like skin condition testing, dosage and product recommendations.
- Conducted UX research to improve the financial aid application process for **6,000+ students** through targeted surveys and stakeholder engagement.
- Designed a habit-forming app using the Hooked Model for positive affirmations, achieving an **85% download rate** from a promotional YouTube ad after 98% of interest.
- Proposed Easy-Eats, a mobile app for quick, nutritious recipes, with a business model predicting \$41M in first-year revenue and a user base of over 3 million in five years.
- Developed a real-time interactive Spinning wheel game using Arduino and C++, achieving **100% accuracy with motion sensors** for hand gestures and reducing latency to under 50ms.
- Created a user-centric app to help parents manage children's screen time through a virtual coin trading system, achieving a **95% usability rating** and 100% desirability.

## Sprayzzle - Founder

OCT 2020 - MAY 2021, FREELANCE

- Launched Shopify and E-commerce websites and boosted sales using funnel marketing with Facebook Ads and Google analytics

**Development Processes:** Agile/Scrum Development, Cross-Functional Teams, Design Thinking, Design Sprints

**Prototyping & Testing:** Prototypes, Design Systems, UI Kit, Component Library, User Flows, ADA Compliance, A/B Testing

## TOOLS

Figma, Adobe Illustrator, Adobe Photoshop, Sketch, React, Material UI (MUI), InVision, HTML/CSS, JavaScript, Axure RP, WAVE, Principle, Blender, Framer, Balsamiq, FigJam, After Effects, ProtoPie, Webflow, Spline 3D, Marvel App, Jira, Trello, Miro.

## CERTIFICATION & AWARDS

**Certification in Google UX Foundations**  
Google

**Finalist in UMO Global Design Challenge - 2020**  
UMO Design X Social

**Advanced Figma UX Design & Prototyping**  
Skillshare

**Web Accessibility | WCAG Guidelines**  
Udacity

**Merit Certification - Plectrum Guitar Music**  
Trinity College of Music, London