

Anil Bhardwaj

UI UX Designer

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Profile

I specialize in crafting intuitive and aesthetically pleasing digital experiences. With a strong foundation in UI/UX design, I employ iterative processes, integrate qualitative and quantitative research, and prioritize a user-centric design approach. My expertise encompasses the entire design lifecycle, from initial strategic planning to final prototyping, ensuring that each project is both functional and visually compelling.

Areas of Expertise

User Research - Competitive Analysis - Information Architecture - Wireframing - Visual Design - Prototyping - Interaction Design - Usability Testing - Responsive Design - Design Systems - Style Guides - Agile Frameworks - Micro-Interactions - Learning and Adaptability - A/B Testing - Data Visualization

Professional Experience

UI/UX Designer, ([Spectacom Global](#))

Gurugram, HR 11/2023 - present

- Collaborated on **Bunkercare** an employee wellness programme. designed user interfaces for BUNKERCARE, a wellness initiative aimed at promoting mind and body balance among employees, fostering deeper connections within the organization. Designed wireframes, prototypes, and high-fidelity mockups using Figma.
- Designed and optimized the Master Dashboard for **GETMYBIB** Sales, enhancing user interface and experience, which improved data visualization and sales tracking efficiency.
- Created and refined the user interface for the **SNAPD** photo-sharing product, significantly boosting user engagement.
- Revamped and optimized the user interface for the **Devils Circuit** website, enhancing user navigation and boosting site engagement by **20%**.

Associate UI/UX Designer, ([ValueFirst Digital Media Private Limited](#))

Gurugram, HR 04/2020 - 10/2023

- Responsible for designing **Infinito**, an all-in-one marketing tool enabling users to seamlessly create and manage end-to-end campaigns across SMS, voice, email, WhatsApp, and RCS platforms. Developed intuitive user interfaces from scratch, ensuring a cohesive and user-friendly experience for marketing professionals.
- Redesigned the user interface of **Infinito**, contributing to its success in handling **5B+** volumes monthly and serving **over 1000 teams**.
- Implemented user-centered design principles to achieve a notable **94%** customer satisfaction score among **Infinito** users.
- Iteratively improved **Infinito's** design, resulting in **97%** of users expressing love for its intuitive interface and functionality.
- Collaborated closely with developers to ensure the seamless implementation of designs, maintaining design integrity and functionality throughout the development process.
- Coordinated with project managers to implement new features and enhance existing design, ensuring alignment with project goals and user requirements.
- Conceptualized, designed, and delivered visual content (social media posts, email templates) in partnership with marketing teams.

Online Courses & Certifications

- Design Thinking: The Beginner's Guide (Jan. 2023) - **Interaction Design Foundation**
- Visual Elements of user interface - **CalArts**
- Maya Academy of Advanced Cinematics (Feb. 2018) - **MAAC**

Education

BSc *Maharshi Dayanand University*

Rohtak, HR 2013-2015

Skills

- **Software:** Figma, Framer, Adobe XD, Adobe PhotoShop, Adobe Creative Suit, Visily, Miro
- **Soft Skills:** Presentation, Planning, Organized, Creative Problem-Solving, Teamwork, Active Listening, Adaptability, Analytical Thinking

Languages

• **Hindi**

• **English**