

Anjali Kukreja

UX Strategy & Design Manager

Delhi, India | Phone: +91 8800863537 | Email: anjali_kukreja@yahoo.in | [Portfolio](#)

Executive Summary

Design Manager with 11 years of experience leading cross-functional UX strategy, scaling design operations, and building high-performing design teams from 0 to 1. Proven track record of leveraging design thinking, data analytics, and AI-powered workflows to drive core business metrics, increase conversion rates, and generate substantial daily revenue growth across B2B, enterprise and consumer platforms.

Professional Experience

Manager Experience Designer

Eltropy | Nov 2024 – Jun 2026

- **Team Leadership & Scaling:** Built and managed a team of 5 designers from the ground up, directing UX strategy, design operations, and cross-departmental alignment.
- **AI & Workflow Optimization:** Spearheaded the integration of AI-powered design tools and workflows across the organization, accelerating delivery speed and team efficiency.
- **Strategic Collaboration:** Partnered directly with C-suite, product, and engineering leaders to integrate design thinking into core strategic roadmap planning and platform development.
- **Design System Architecture:** Directed the creation and adoption of a scalable, centralized design system, standardizing component libraries and elevating product quality.

Lead Experience Designer

Expedia | Oct 2024 – Jun 2023

- **Product Rebranding & Redesign:** Led end-to-end design strategy for Expedia's enterprise data management platform, restructuring the architecture to be modular, scalable, and highly discoverable.
- **Cross-Functional Evangelism:** Partnered with Business, Engineering, Analytics, and Data teams to champion user-centered design principles and establish key UX performance indicators.

Lead Experience Designer

Airtel India | Jun 2023 – Sep 2019

- **Conversion Optimization (Airtel Thanks App):** Overhauled the "Shop" funnel experience by introducing targeted design experiments and highlighting personalized offers, driving a **3% lift in overall conversion**.
- **Enterprise Scale & Efficiency (Airtel MITRA):** Redesigned the information architecture for the

MITRA app, serving **1M+ daily users**, reducing reliance on sales executives and generating **₹5.35 Lakh/day in incremental revenue**.

- **Service Operations & UX Transformation:** Re-architected the legacy customer executive portal to streamline complex workflows, resulting in a **20% reduction in customer complaints**.

Senior Experience Designer

Innovaccer | Aug 2019 – Feb 2018

- **Healthcare Ethnographic Research:** Conducted field research across US clinics to design clinical workflows, successfully onboarding **50+ physicians** with a measurable decrease in patient record retrieval time.

UX Designer

Healthkart | Feb 2018 – Dec 2016

- **Mobile UX & Usability Validation:** Designed intuitive core mobile application flows for HealthKart.com, establishing design consistency and validating features through rigorous usability testing.

Analyst

EY (Ernst & Young) | Dec 2015 – Jul 2014

- **Process Auditing & Compliance:** Executed SOX testing across enterprise client portfolios, evaluating and documenting business process reliability and internal controls.

Core Competencies

Category	Skills & Domain Expertise
Strategic UX	UX Strategy, Design Operations, Design team Building (0 to 1), Information Architecture, Service Design, Mentoring, Stakeholder management
Research & Testing	Ethnographic Field Research, User Interviews, Journey Mapping, Usability Testing, A/B Testing
Execution & Tools	Design Systems, Wireframing, High-Fidelity Mockups, Prototyping, AI-Driven Workflows

Certifications & Awards

- **Certified Digital Persuasion Analyst** (Jun 2024)
- **UX Management Strategy & Tactics** (Mar 2023)
- **Highflier Award** – Airtel India (Jul 2022)
- **Kudos Award** – EY (Mar 2015)
- **Special Achievement Award in Art** (2010)

Education & Key Achievements

- **B.Tech in Engineering** – IIIT Noida (2010 – 2014)
- **Design Speaker:** Keynote Speaker at Design Conference (Oct 2022)
- **Published Researcher:** Co-authored a cross-cultural field study on *Privacy & Personalisation*
- **UX Educator & Mentor:** Taught fundamentals of UX to 4 students, successfully guiding 3 to industry placements