

Anirudh Kanaparthi

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Summary

Lead User Experience Designer with 4+ years of experience designing customer-facing digital products across industries like FinTech, E-commerce, and healthcare. Known for delivering intuitive, user-centered experiences in agile environments, with expertise in Figma, Material UI, and design systems. Key achievements include improving user engagement by 30%, enhancing onboarding success by 92%, and driving usability improvements across multiple platforms. Proven record of accomplishment in leading cross-functional teams, conducting user research, and implementing scalable design systems that streamline workflows and enhance overall user satisfaction.

Experience

Lead UX Designer | Strong Basics LLC | January 2024 – Present

- Led the end-to-end redesign of Remodel AI's B2B platform, including client onboarding, lead nurturing, and AI-driven customer management, achieving 92% onboarding success and 95% user satisfaction.
- Designed a cohesive design system and a component library based on React Material UI guidelines, enhancing consistency and accessibility across web and mobile platforms while simplifying navigation and reducing task complexity by 40%.
- Conducted user research, stakeholder interviews, and usability testing to identify pain points, improve workflows, and streamline the user experience through an optimized sitemap, wireframes, and screen hierarchy.
- Created a chatbot widget for client onboarding, designed a scheduler engine for lead capture, resulting in more efficient lead management and a visually appealing UI.

User Experience Designer | Financebox | September 2021 – August 2022

- Led the end-to-end UX design process for the B2B FinTech platform, collaborating with 12 developers in an agile environment to deliver a comprehensive, user-centered business solution.
- Designed over 50 screens, building a flexible design system in Figma based on Material UI 2 and React JS, achieving a 95% success rate in user testing by focusing on usability and consistency.
- Improved the user experience for over 120+ business clients managing tax filings, leading to a 35% increase in task efficiency through optimized user flows and customer journey mapping.
- Applied Agile methodologies with Jira to streamline design iterations and development handoffs, ensuring a smooth user experience across the platform.

User Experience Designer | Uni.xyz | January 2021 – August 2021

- Designed the Uni.xyz Marketplace segment, boosting user engagement by 30% and increasing product listings by 25% through thoughtful UI and UX enhancements.
- Led the design and implementation of custom UI elements, including search functionality, interactive widgets, and components for the architectural competition and collaboration platform.
- Created wireframes, prototypes, and animations in Figma to simulate user interactions, resulting in smoother user flows and enhanced usability across desktop and mobile platforms.
- Conducted usability testing and refined user flows, leading to a 35% improvement in user engagement metrics and an overall better user experience.

UI/UX Designer | Truckdock Logistics | February 2020 – December 2020

- Led the digital transformation of the company, increasing web traffic by 40% and boosting customer loyalty by 25% through an improved, user-centered digital presence.
- Simplified navigation, added clear CTAs, and revamped the client-facing portal using Adobe XD and Figma, enhancing lead generation by 25% and improving brand perception by 35%.

- Designed interactive UI components, including the homepage with a large banner highlighting the company's scale, filters, and contact screens, resulting in a 30% rise in user inquiries and higher user engagement.
- Conducted stakeholder interviews, wireframe development, and usability testing to refine the platform's design, delivering a seamless, modern interface that positioned it as an industry leader.

UX Designer & Researcher | Thomas Jefferson University | August 2022 – May 2024

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

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, Conversational 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.

Development Processes

- Agile/Scrum Development, Cross-Functional Teams, Design Thinking, Design Sprints.

Soft skills

- Empathy, Attention to Detail, Collaboration, Problem-Solving, Adaptability, Leadership.

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.

Education

- M.S in User Experience & Interaction Design | Thomas Jefferson University | August 2022 – May 2024
- Certification in UI/UX Design | Design Boat School of Design | September 2019 – March 2024
- Bachelor's in architecture | JNAFAU | August 2015 – March 2020

Certifications

- Finalist in UMO Global Design Challenge – 2020 UMO Design X Social
- Certification in Google UX Foundations | Google
- Advanced Figma UX Design & Prototyping | Skillshare
- Web Accessibility | WCAG Guidelines | Udacity
- Merit Certification - Grade 3 Guitar | Trinity College of Music, London