

# Anisha Varghese

## Experience Designer

### EXPERIENCE

#### Cuemath // Jan'16 - Dec'18

##### UX + UI Designer

At Cuemath (an after-school math program for K-8 students) I was responsible for building the products and experiences for two of our three key stakeholders - students and parents. My work included :

- Gamification of assessments to facilitate a better delivery of our state-of-the-art curriculum.
- Creating daily exercise experience to ensure the best learning outcomes.
- Building better data and insights delivery to parents about their child's progress.
- Incorporating a feedback loop mechanism to understand the parent sentiment on a regular basis.
- Creating and optimising flows for paid user conversions.
- Creating a comprehensive style guide used by a team of designers and working with FED to develop component libraries.

#### Plabro Networks Pvt Ltd // May'15 - Jan'16

##### UX + UI Designer

I designed the end to end experience for Android and iOS based apps providing an efficient CMS and communication platform for realtors.

#### Appiterate // June'14 - Sep'14

##### UX + UI Designer + Frontend Developer

I assisted in the Refactoring of the complete Front End of the product, breaking down elements into simple reusable AngularJS directives along with the redesign of the product.

#### Limetray // March '14 - April '14

##### UX + UI Designer + Frontend Developer

I designed and coded customizable frontend for restaurant websites along with UX and UI for the Product Dashboard.

#### MyDermacy(now know as Beyouplus) // Jan '14 - Feb'14

##### UX + UI Designer

Mydermacy is an online health and wellness startup that runs a curated marketplace for skin clinics engaged in aesthetic procedures by offering online consultations to consumers along with a marketplace to buy skin care products online. My work included :

- Reviewing the initial concepts by the client and Designed the wireframes and IA for the Skin care portal.
- Designing Interfaces for doctor profiles, user profiles, product pages as well as QA forum.
- Designing the complete UX for the cohesive experience of both the stakeholders with different avenues of the portal.

### CONTACT

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### SKILLS

User Reserach  
Wireframing & Prototyping  
Information Architecture  
Visual and Interaction design  
A/B and Usability testing

### TOOLS

Sketch  
Invision, Zeplin  
Principle, Flinto  
Adobe Illustrator  
Adobe Photoshop  
Basic HTML, CSS

### EDUCATION

2011  
Diploma in Graphic Design  
MAAC

2010  
Bachelor or Arts (Philosophy)  
Delhi University

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## EXPERIENCE

**DSYN II Jan'13 - Dec'13**

**UX + UI Designer + Frontend Developer**

DSYN is a software service company that provides custom solutions for mobile, web and cloud platforms.

I worked here as a junior designer, assisting on many projects like Hoppr, National Geographic, Startup Analytics, Reviews42(Now Zopper), Istream, Traffline, Groupon India, Emenu and Radioshack. My work included :

- Creating detailed High-fidelity Screens according to the established GUI.
- Creating detailed user flow presentations for the Clients.
- Creating App store assets.
- Creating asset library for developers for all the applicable platforms.
- Maintaining the records of all meetings and updating the Product Requirement Documents for design.

Some of my individual contributions here were:

### **IDAY WEBSITE AND APP**

I coded the complete Iday - Event website with personalised theme and registration using Wordpress framework and designed the UI for the Android & iOS app.

### **RADIOSHACK**

I worked with the Radioshack marketing team and the DSYN UX Designer to design the UI of the dashboard for their vendors, which would allow vendors to research market price for a product and accordingly best price the product.

### **TRAFFLINE**

I managed the project and handled all the client requirements as well as conducted all communication between the teams as the POC to aid in the design of the experience and information architecture as well as User Interface design for this traffic application.

**Musejam II July '12 - Oct '12**

**UX + UI Designer + Frontend Developer**

Musejam is an online platform that allows live music industry artist, events, venue etc. to organize, publish their content (info, connections, songs, videos and events) and remain connected to their fans.

I was the first inhouse designer who worked on the branding, social media marketing designs, as well as the complete user experience and GUI of the first version of the product. I also did the FED within the PHPs Laravel framework.