

ANURADHA VASANTHARAJU

UI/UX DESIGNER | PRODUCT DESIGNER

Clarksburg, Maryland | 240-751-7280 | anuram7@gmail.com | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Experienced UI/UX Designer with over 5+ years of experience designing for the Healthcare, Travel, Music & Entertainment, and Banking industries. Skilled in Visual Design, Interaction Design, User Interface Design, and User Experience Design (UX). Adept at delivering high-quality UX design solutions through wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes. Proficient in popular UI/UX design tools such as Adobe XD, Figma, InVision, Sketch, Canva, Illustrator, and Adobe Effects. Well-versed in working in Agile environments and experienced in utilizing JIRA. Detail-oriented with a keen eye for aesthetics, and knowledge of interaction and visual design. Capable of developing creative solutions throughout the conception, design, and production stages.

EDUCATION

BACHELOR OF FASHION DESIGN – National Institute of Fashion Technology | Hyderabad, India

CERTIFICATIONS

CERTIFIED SCRUM PRODUCT OWNER® (CSPO) CERTIFICATION – Scrum Alliance

UX/UX BOOTCAMP, ONLINE BOOTCAMP USA – Avocademy

UX/UI DESIGN, ONLINE BOOTCAMP INDIA – Leapfrog Design Institute

3DTRAINING, INC. NY, USA – 3DSMax Training

TECHNICAL SKILLS

DESIGN PROCESS | User Research | Ideation | Usability Testing and Interviews | User Flow | User Journey Map | Task Analysis and Persona Hypothesis | A/B Testing and Experiment | Agile |

DESIGN SKILLS | Visual Design Interaction | Design | User Interface Design | User Experience Design | UX Design Solutions | Wireframing | Graphic Design | Flow Diagrams | Storyboarding | Site maps | Prototyping | Requirements Definition | Illustration Sketching Color Theory | Lo-fi Wireframes | Hi-fi Wireframes | User Persona Creation | Affinity Diagramming | Empathy Map | Information Architecture (IA) | User Testing | Digital Design

SOFTWARE & TOOLS | Adobe Photoshop | Adobe Illustrator | Adobe XD | Adobe Effects | Figma | InVision | Sketch | Canva | Coral Draw | Basic HTML & CSS3 | Bootstrap

WORK EXPERIENCE

UI/UX DESIGNER

Jul 2022 – Current

University of Maryland Medical Systems - Hospitals & Health Care

Baltimore, MD

- Reported directly to the Director of Digital Health Innovation lab, delivering innovative design solutions for mobile and website platforms, specifically targeting health tech professionals needs to enhance their daily workflows.
- Took charge of user research and design for the end-user Operations experience, ensuring that the interface effectively met the requirements and expectations of the target audience.
- Collaborated seamlessly with diverse stakeholders to gather insights and perspectives, resulting in the creation of comprehensive deliverables including journey maps, navigation design, sitemaps, information architecture, wireframes, storyboards, and prototypes.
- Adhered to all UMMC policies and procedures, fulfilling additional duties as required or assigned, showcasing a strong commitment to organizational standards and objectives.

- Enhanced the layout of eBooks, implementing intuitive and visually appealing designs that contributed to a 25% increase in user engagement and readability.
- Designed accessible UI elements and tools, such as navigation menus, search boxes, tabs, and widgets, ensuring compliance with WCAG 2.0 accessibility standards and achieving a 30% improvement in user accessibility.

UI/UX DESIGNER

Oct 2020 – Jun 2022

Protravel International Inc - Travel Arrangements

New York, NY

- Designed and developed mobile and web applications, creating visually stunning user experiences for seamless interactions on various platforms to enhance user engagement.
- Created unique print materials such as brochures, banners, advertisements, and brand images, showcasing a strong ability to create impactful visual assets, resulting in a 15% growth in brand recognition.
- Utilized tools such as Photoshop and Adobe XD to create mock-ups, task flows, and interaction designs with precise design specifications.
- Communicated design ideas effectively using storyboards, process flows, and sitemaps, ensuring clear and comprehensive representation of design concepts.
- Translated conceptual ideas into user flows, wireframes, mockups, and prototypes, resulting in intuitive and user-friendly experiences for digital products across various devices and interfaces.
- Collaborated with design team and Manager, facilitating the client's product vision by researching, sketching, prototyping, and user-testing digital experiences, resulting in a 40% reduction in development iterations.

UI/UX VISUAL INTERACTION DESIGNER/GRAPHIC DESIGNER

Jan 2019 – Oct 2020

iHeartMedia - Broadcast Media Production & Distribution

San Antonio, TX

- Designed and developed wireframe prototypes based on requirements and validated the designs with users, ensuring user-centered design (UCD) principles were followed.
- Collaborated closely with the Development team to ensure UI/UX guidelines and standards were met, resulting in cohesive and consistent user experiences across different components.
- Established user journeys following user-centered design (UCD) principles, ensuring seamless and engaging user experiences throughout the product.
- Utilized Adobe XD to create high and low fidelity wireframes, delivering interface designs and interactive prototypes that were compatible with various devices, leading to a 25% increase in user engagement.
- Conducted usability testing sessions with a diverse group of participants, identifying critical pain points and recommending design improvements that resulted in a 40% decrease in user confusion.
- Created visually appealing and informative infographics for multiple clients, effectively conveying complex information and data, resulting in a 15% increase in content engagement and social media shares.

DESIGNER

Oct 2006 – Dec 2006

Madhura Garment - Apparel

Bangalore, INDIA

- Researched and analyzed the latest trends in AllenSolly women's wear, resulting in a 15% increase in customer engagement and a 10% boost in sales.
- Developed and executed creative concepts for style definition, color, and fabrication using the Adobe suite, leading to a 20% improvement in visual appeal and brand recognition.
- Collaborated with a cross-functional team to prepare specification sheets for various categories, including styles and fabrics, streamlining the design process by 30% and enhancing overall productivity.
- Ensured all designs adhered to brand guidelines and met rigorous quality standards, resulting in a 95% customer satisfaction rate and a 20% reduction in product returns.
- Contributed to the creation of an innovative and inspiring fashion collection, resulting in a 25% increase in media coverage.