

ANURADHA MAHAPATRA

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PROFESSIONAL SUMMARY

As a seasoned User Experience Designer, I excel in transforming complex tech research initiatives into customer-centric experiences. With a knack for shaping visionary requirements and leading cross-functional teams, I drive innovation through cohesive design systems and pioneering decisions. I ensure interfaces are both functional and visually compelling.

PROFESSIONAL EXPERIENCE

UI/UX Designer

June 2021 - February 2024

Research Translation Lab (International Institute of Information Technology, Hyderabad)

- Spearheaded the strategic planning, design, and implementation of 0-to-1 tech products and modifications to existing designs at the Research Translation Lab, IIITH, enhancing usability, accessibility, and business performance through innovative solutions
- **AI-Based Pre-Hospital Care Solution for India's Largest Ambulance Chain (EMRI 108), Mobile Application**
 - Designed an AI-based interface, with voice enabled checklist system, ePCR form filling, and a doctor assist portal, automating critical care steps, advocating for constant improvements, reduced manual intervention and improved task completion accuracy by 90%
 - Led the project from research to MVP, incorporating design thinking methodologies, collaborating closely with development teams, by conducting relevant tests to validate, take informed design decisions and applying intuitive design sense
 - Demonstrated prototyping skills using paper wireframe, interactive prototypes & scalable UI's to visually represent ideas, gather stakeholder feedback, and iteratively refine designs
- **Social Media Monitoring Tool for State Police (Socio), SaaS Based Solution**
 - Led collaboration with law enforcement agencies to define the problem statement, explore technical possibilities and future prospects, conducting in-depth user research, creating detailed personas, and developing iterative designs from initial sketches to refined high-fidelity mock-ups, ensuring stakeholder alignment and product viability
 - Led the strategic planning and design execution of Socio, from advocating for the user to collaborating with stakeholders to steer post-MVP designs and set the roadmap for the team, ensuring alignment with user needs and business goals
 - Designed intuitive design solutions including a user-friendly dashboard with location based sentiment analysis which helps monitor sentiments around government policies, events and personalities, enabling the police to take preemptive actions
- **A platform for students with language barriers and non-smartphone access (Ask Agastya), Website**
 - Led the end-to-end design process, from extensive user research to high-fidelity wireframes, resulting in a user-friendly interface that effectively bridged language barriers and improved the learning experience for over 1250 students (only familiar with vernacular language & access to non-smart phones)
 - Spearheaded cross-functional collaboration with product managers, research scholars, engineers, and stakeholders, ensuring the accurate implementation of design and overcoming technical limitations
 - Developed an intuitive filtering system and an answer repository, enhancing usability and accessibility, while using tools like Figma for wireframes, Adobe Illustrator for vector graphics, and Miro for brainstorming

UX Intern

October 2020 - January 2021

Diva Pvt Ltd

- Conducted user research and identified real-time problem statements for a plant-selling application, segmented target users, and developed low-fidelity wireframes to map core user journeys
- Built a design system from scratch to ensure visual consistency, presented prototypes to the jury during the pilot phase, and iterated designs based on feedback to improve usability

Product Designer

May 2019 - May 2020

Globe Enterprises

- Developed high-fidelity prototypes and mockups using figma, iterating designs based on client feedback and usability testing, which led to a 15% reduction in revision cycles

- Collaborated cross-functionally with development teams to ensure seamless translation of design concepts into final products, achieving a 98% alignment rate between initial design specs and final outcomes

Design Lead

September 2018 - March 2019

Sage Exports Pvt Ltd

- Led end-to-end design processes for multiple U.S. retail clients, including user research, market analysis, and design trend evaluation, resulting in a 20% increase in client satisfaction by aligning designs with evolving market needs
- Conducted user-centered research to gather insights on customer preferences and pain points, guiding the development of data-driven design solutions that improved user engagement by 30%

Product Designer

August 2016 - May 2018

Globe Enterprises

- Executed the design and prototyping process from concept to completion, iterating based on client feedback and usability testing
- Facilitated design sprints and workshops with clients to better understand user needs, resulting in tailored design outcomes that achieved a 35% increase in user engagement
- Worked cross-functionally with development teams to ensure alignment between design intent and final product, maintaining a 95% consistency rate between prototypes and finished designs

EDUCATION

Bachelor of Design

National Institute of Fashion Technology, India

July 2012 – June 2016

Fundamentals of UX Design

ImaginXP, India

June 2020 – May 2021

CORE COMPETENCIES

- UX Research & Analysis (Figma, Miro)
- UI Design & Aesthetics (Adobe XD, Sketch)
- Design Thinking and Problem Solving
- AI for Designers
- UX Design for Virtual Reality & Augmented Reality
- Accessibility & Inclusive Design
- Familiarity with HTML & CSS
- Proficiency in design tools like Figma, Adobe XD, Sketch, InVision, Adobe Creative Cloud.
- Strong communication, storytelling and documentation skills