Anishka Gurjar

User Experience Lead

EXPERIENCE

User Experience Lead
Schlumberger

August 2021 - Present

- Conducted evaluative testing with 80+ users as a part of a UX research team to identify needs and opportunities in a greenfield product.
- Developed and articulated the UX vision and strategy for the same product, aligning business objectives with the needs of the users.
- Successfully demoed the first MVP to 3 Fortune 500 clients, refining the product based on user feedback and insights.
- Lead a team of 4 UX designers allocated across different features along with mentoring and fostering growth.
- Reduced products cost by 32% by merging 4 different internal products into one streamlined sales and commercial product.
- Facilitated 20+ Design Thinking workshops with multiple stakeholders and teams to foster innovative problem-solving and collaboration.
- Coached more than 40+ Design Thinking trainings globally to promote and advocate for user-centered design.
- Co-created a minimum UX benchmarking reporting template to assist product teams achieve UX maturity to streamline UX efforts.
- Organized and led quarterly UX showcases and seminars for 45 participants, enhancing knowledge sharing and community engagement.

User Experience Designer
Cognizant Technology Solutions

August 2016 - August 2021

- Recognized and promoted within 12 months due to strong performance.
- Increased conversion rate by 24% for a student loan flow for an online only USA bank by using stakeholder inputs, high-fidelity prototyping and A/B testing.
- Maximized user engagement by 16% for a finance conduct regulator company in the UK by employing site audit, design system implementation and architecture redesign.

User Interface Designer
Ideabrews Solutions

October 2014 - July 2016

- Responsible for ideating, conceptualizing, and the visual appeal of the User Interface Design for clients.
- Worked with Creative Leads, UX Designers and Developers to create and meet the visual aspects of the approved design.
- Coordinated with outside agencies, art services, web designer, marketing, and colleagues.

CONTACT

- Email:
  gurjaranishka5@gmail.com
- Website:
  anishkagurjar.com
- Linkedin:
  www.linkedin.com/in/anishkagurjar
- Mobile:
  +91 9975090523

EDUCATION

Bachelors of Fine Arts
University of Pune
April 2013

CERTIFICATIONS

Human Factors
Certified Usability Analyst (CUA™)
for UX
March 2021

SKILLS

- User Research & Personas
- Prototyping and Wireframing
- Usability Testing
- Team Leadership and Mentorship
- Agile and Scrum Methodologies

TOOLS

- Axure
- Figma
- Adobe Creative Suite
- Microsoft Office
- HTML, CSS Knowledge

LANGUAGES

- English (Professional)
- French (Basic)