

Anisha Rauniyar

Senior UI/UX Designer

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With four years of experience as a Senior UI/UX Designer, I have optimized and improved user experience, resulting in a 10% increase in customer engagement metrics, 20% decrease in user dropout rate and a 15% decrease in bounce rate. I have also created detailed visual reports for stakeholders, refined existing designs for complex CRMs and developed intricate wireframes to assist in mobile app development, resulting in a 40% decrease in bug fixes. Overall, I bring a wealth of knowledge to the table and am passionate about driving user experience excellence.

Experience

Sr. UI/UX Designer

Ambition Guru Pvt. Ltd, Durbar Marg • May 2022-Present

- Designed intuitive user interfaces for Ambition Guru resulting in an increase of user engagement by 15%.
- Collaborated with a cross-functional team to implement user feedback effectively and increased customer satisfaction.
- Led user testing sessions that identified key areas for improvement, improving the user experience by 15%.
- Conducted user research, usability testing, and gathered feedback to inform design decisions.

UI/UX Designer

S.N.M Group, Kalimati • May 2021-Jan 2022

- Collaborated with Japan based company for their Business Management web app and Mobile App.
- Researched about user behaviour and business module.
- Collaborated with product managers and developers to ensure seamless integration of design elements.

UI/UX Designer (Freelancer)

ADS Market, Durbar Marg • August 2020-Present

- Gather and evaluate user requirements in collaboration with product managers and engineers
- Conduct layout adjustments based on user feedback
- Adhere to style standards on fonts, colors and images

Social Media Post Designer

BITSNATION, Sanobharyang • August 2020-Jan 2021

- Coordinating with the Social Media Analyst to analyse social media data.
- Designing social media posts and marketing materials for various clients attached to the organization at the time.
- Being involved in planning sessions for moving forward with marketing campaigns.
- Develop and execute social media marketing strategies, including content calendars, and measurement.
- Research industry trends and best practices to determine the most effective ways to reach desired audiences.

Content Writer

Digital Marketing Ocean and Nepali Forums • May 2019

- Writing clear marketing copy to product digital market.
- Submit work to editors for their input and approval.

Note Worthy Project

As a designer, I focused on leveraging my diverse skills in Mobile, Website, and Web App . Here are some of my noteworthy projects:

- Ambition Guru

an AI-driven ed-tech platform that guides learners to be the best at anything they desire. It create a pedagogical structure that provides students with a comprehensive and accessible learning experience online.

- Suzuki (Website)

Suzuki is the oldest and the most renounced biking brand in the world. On top of that, it has also established its brand presence in the Nepal's market.

- Arna Beer (Website)

Nestled in Central Nepal, their state-of-the art brewery is situated at Chainpur, Chitwan district within close proximity to the world heritage site, Chitwan National Park – the home of Tigers and Rhinos.

- Sociair

Sociair Increase your revenue through our innovative tools and technology. Ensure growth and expand your business through our comprehensive Business ERP solutions .

- Sajilo Khata

The concept of a mobile-based transaction recording system for small businesses emerged .

Education

Bachelor in Information Technology

Kist College of IT (2016-2021)

Certification

Google

Fundamental of User Experience (UX) Design

Training

Digital Marketing

Sudreeshya IT Training (2018)

Hard Skill

Design Strategy, User Research, Wireframing and Prototyping, User Interface, Web Design, Usability Testing, Mobile -First Design

Soft Skill

Communication, Leadership, Empathy, Adaptability, Collaboration, Problem-Solving, Time Management, Attention to detail, Open Mindness, Presentation skill, Positive attitude

Tools

Figma, Adobe XD, Photoshop, Illustrator, Click Up, Trello, Contentder