# Anjali Kaushik

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### VMware - Product Designer III
Aug 2022 - Present

- Designed a **Conversational AI Assistant** with natural language search capabilities to enhance the user experience in accessing cloud assets.Incorporated feedback from user testing to refine and improve the final designs.

- Led the **responsive design** initiative for the Tanzu Service Mesh portal, ensuring optimal user experiences across devices.

- Designed an **API Validation Analysis** flow on the Mazinger Platform to identify breaking changes in open API specifications.

### Airtel - Lead Product Designer
Aug 2020 - Aug 2022

- Provided design solution for **Airtel IoT hub** (B2B) application including Connectivity Management Portal, Locate API console and Dual Profile support.

- Collaborated with Product Managers, Developers, Fellow Designers, and End-Users to identify gaps and gather insights thereby creating scalable and rich experiences.

- Successfully launched an MVP for new product "Locate". **Acquiring 50+ B2B** customers within 3 months of launch.

- Enhanced Value Added Service module, **increased revenue by 18%**

### InfoEdge (Jeevansathi) - Product Designer
June 2018 - July 2020

- Worked at the intersection of Product and Design to define projects goals, conduct user research, create prototypes and manage usability testing.

- Integrated a new Membership Flow resulted in **8% increase in entire revenue** for Jeevansathi.

- Worked on multiple projects with significant results like **iOS app revamp**, implementing video profile feature, Android App Dashboard Design.

### Societe Generale - UX Design Intern
May 2017 - Aug 2017

- Designed web based application SERVAL used for trading and approving mandates.
- Amplified user journey by reducing task completion time from **17 minutes to 2 minutes**.

### IIT Guwahati
2016 - 2018
Masters in Design (CPI - 8.9/10)

### Jayoti Vidyapeeth Women's University, Jaipur
2010 - 2014
B.Tech in Computer Science (74%)

## Publications

### SIGCHI - VRST - 2020
Presented poster "ATOM - an HMD VR Interface to Teach Atomic Structure Experiments" the project was designed and developed as part of my Master theises Presentation in IIT Guwahati

### Design for Women - 2019
Analyzing the changing expectations of Indian working women from online matrimonial services.

### Research Conclave - IITG - 2018
Menstrual health and hygiene among young girls.

## Skills

### Design
User flows, Journey Mapping, Data Visualization, Wireframing, Information Architecture, Rapid Prototyping, User Empathy, copy writing, Persona Creation, Design Sprints, Mindmapping

### Research
Competitive Analysis, Affinity Diagramming, Contextual inquiry, Heuristic Evaluation, Usability evaluation, AB Testing, Heatmaps study, User Interviews, Card Sorting, Focus Group Study, Qualitative Research, Quantitative Research