

Anavi

*Crafting inclusive and meaningful experiences
that make technology humane.*

experience
designer

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[Portfolio](#)
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Experience

Navi, Product Designer

April 2024- Now

- Building the Payments and UPI experience on consumer app, while integrating other lines of business- mutual funds, gold, insurance, loans.

WESEE (Ministry of Defence), System Designer

June 2023- Dec 2023

- Integrated Autonomous and Unmanned Systems into the Command and Control Architecture for situational awareness and time sensitive decision making.

WIRIN and WIPRO, Research Intern

June 2022- July 2022

- Conducted and presented research findings on the interactions between autonomous vehicles and passengers, pedestrians and bicyclists.

CARS24, UX Manager I

June 2019- September 2021

- Redesigned Car Seller Experience, increasing inspections by ~44%.
- Reduced customer wait time by 10% through internal inspection improvements.
- Enhanced efficiency of inspection quality checks, making them 30% faster.

Paytm, UX Research Intern

January 2019- April 2019

- Conducted research on reducing payment friction for the visually impaired in India.
- Introduced app accessibility guidelines.

Achievement: Awarded at NIFT Grad Exhibit 2019 for the project.

Ogilvy, Art Intern

May 2018- July 2018

- Designed Sort Cut Guru logo for Vodafone + Chatrbox to engage youth.
- Direct Mail box with easy-to-build Origami furniture for Green Panel clients.

Times of India, Journalism Intern

June 2016- July 2016

- Published 5 articles on Dehradun's heritage, area reports and field trips.
- Conducted Competition Tracking for up-to-date news.

Speaking Experience	UX Crunch Panel- Accessibility	January 2022
	Fintech Design Summit- Designing for the Vulnerable Unbanked	June 2022

Education	National Institute of Design, Bengaluru	September 2021- December 2023
	M. Des. (Interaction Design)	
	Achievement: Gyaan Adda Club Representative	
	IGNOU- M.A. in Psychology (pursuing)	since June 2020
	NIFT, Delhi	June 2015- June 2019
	B. Des. (Fashion Communication)	
	Rank 15 Cumulative Grade 8.6	
	Achievement: Literary Board Council, Best Graduation and Innovative Project	

Skills	Visual	User Interface Design, Graphic Design, Branding, Illustrations, Storyboarding, Typography
	Research	Contextual Inquiry, User Testing, Usability Testing , Heuristic Evaluation, Persona Spectrums, Scenarios, Mental Models, User Flows, Card Sorting
	Design	Product Sketching, Wireframes and Mockups, Rapid Prototyping, , Information Architecture, Usability Testing, Task Analysis, Service Design, System Design, UX Writing
	Tech	HTML, CSS, Processing, AR in Unity, WCAG Accessibility, Multimodal Interaction Design, Internet of Things
	Tools	Figma, Sketch, Framer, Adobe XD, Photoshop, Illustrator, InDesign, Invision, User Testing, Arduino