

ANUJA TRIPATHI

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Academics

Umeå Institute of Design : Umeå University

MFA in Interaction Design

Pearl Academy : Nottingham Trent University, UK

Bachelor of Arts (Honors) Product Design

Industry Experience

Omoi, Stockholm

UI/UX Designer, Feb 2025 - Present

- Delivered UX/UI design for web and mobile platforms for brands including Celadyne, ZCG and Aerolane.
- Executed UX research & Audit, narrative design, and visual design of pitch decks for startups such as Celadyne, Manna, Maniv, EQT and The Exploration Company, contributing to €50M+ in capital raised.

Mckinsey Design, Stockholm

Digital Design Intern, Jan 2023 - Jun 2023

- Developed user-centric interfaces and engaging illustrations that improved customer engagement by up to 30% for major brands in the automotive, furniture, and home décor, and e-learning sectors.
- Executed global user research and data analysis for a leading sports optics brand, identifying critical user pain points that informed our design strategy, contributing to a 20% increase in user satisfaction and product usability.
- Collaborated with top-tier banking and furniture brands, applying strategic insights and advanced design thinking methodologies, which resulted in a 15% increase in brand loyalty and a 10% growth in market share.

Philips, Amsterdam

Product Design Intern - Mother & child care, Aug 2022 - Dec 2022

- Developed digital interfaces for smart wearables, enhancing user interaction and experience, which led to a 25% increase in user satisfaction and compliance with rigorous industry benchmarks for design and functionality.
- Led a pioneering self-directed research initiative focused on the role of design in enhancing sustainability and healthcare, particularly in the context of postpartum depression. This work provided actionable insights that contributed to a 15% improvement in healthcare strategies targeting mental health and well-being.

Larsen & Toubro Infotech, Mumbai

UX UI Designer, Jun 2019 - Jun 2021

- Collaborated as a key UX/UI designer within a 50+ member cross-functional fintech team to develop an e-commerce platform. My contributions to user-centric design and device-agnostic interfaces led to a measurable 40% increase in user engagement, as evidenced by a 30% rise in daily active users and a 35% increase in session duration across multiple devices within the first three months post-launch.

Ubisoft, Pune

Game Level Design Intern, Mar 2018 - Aug 2018

- Developed immersive environments across game levels to enhance the overall gaming experience. The importance of blending in technologies and software like AR/VR, Unity game engine and Substance Designer emerged as a key takeaway from this experience.

Skills

Digital	Analog
Figma	Design Thinking
Adobe Suite	Rapid Prototyping
GEN AI	Storytelling
InVision	Visualization
Protopie	UX Research
Cinema 4D	Co-Creation
Keyshot	Narrative Design
Octane Renderer	3D Modelling
Rhino	Empathy
3DS Max	Communication
After Effects	Iterative
Adobe Indesign	Time Management
Runway ML	Self-Driven
P5.JS	Collaboration

Volunteer work

Cry (child rights and you) 2016	
Zomato Feeding India 2017-2018	
Bhumi (non-profit organisation) Mar 2018	
Versova beach cleaning drive 2018	
Ubisoft 'Battlefield' Game event Dec 2018	
Comic-con India Nationwide supervisor Mar 2015 - Present	

Recognitions

Shortlisted as a Finalist (Artemis 389) in Design Intelligence Awards (DIA) 2022	
Golden Award (Artemis 389) under 'Industrial Design' in C-IDEA Design Awards 2021	
Gold Winner (Artemis 389) under 'Industrial And Life Science Design-Medical Furniture' in IDA Design Awards 2021	
Shortlisted entry (Nora v.08) in Taiwan International Student Design Competition 2021	
Awarded distinction "UX Design Award I Nominated" (Artemis 389) in UX Design Awards 2021	
Awarded Winner (Artemis 389) under Product Design category at DNA Paris Awards 2021	
Awarded Official selection (Artemis 389) at London International Creative Competition 2021	
Shortlisted as a Finalist (Artemis 389) with 42 others from 21 countries in Interaction Design Awards (IXDA) 2021	
Awarded TOP Design (Artemis 389) under Industrial & Life Science category at European Product Design Award (ePDA) 2020	
Awarded Second Runner-up (Artemis 389) position under Industrial Design Project category at ADI Battle of Projects - International student Design Competition 2020	
Awarded Best Academic Performance at Pearl Convocation 2019	
Awarded Most Outstanding Project (Artemis 389) at Pearl Portfolio 2019	
Awarded Pearl Excellence Awards in 2018 and 2019	
Product showcase at various design events like Comic-con India, Pune Design Festival, Pearl Portfolio and Times Edutainment 2018-2020	
One of the top 100 participants selected globally for S.T.E.A.M school 2017, Makers Asylum, Mumbai, India	

