



# Anuja Tripathi,

## UX/UI Designer

Portfolio: [anujatripathiportfolio.webflow.io](https://anujatripathiportfolio.webflow.io)  
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UX/UI Designer with 4+ years of experience delivering user-centered digital solutions across fintech, healthcare, mobility, and startup ecosystems. Specialized in UX research, interaction design, usability testing, and data-driven interface optimization.

Proven track record of increasing user engagement by up to 40% and contributing to €50M+ in startup fundraising through strategic UX and narrative design. Experienced in cross-functional collaboration within agile and international teams across Europe and India.

### Experience

#### UX/UI Designer

Omoi  
February 2025 - January 2026  
Stockholm

- 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.

#### Digital Designer

McKinsey Design  
January 2023 - June 2023  
Stockholm

- 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.

#### Digital Product Designer

Philips  
August 2022 - December 2022  
Amsterdam

- Developed digital interfaces for smart wearables, enhancing user interaction and experience while ensuring compliance with rigorous industry benchmarks for design and functionality.
- Led a pioneering self-directed research initiative exploring the role of design in sustainability and healthcare, with a focus on postpartum depression, generating actionable insights that supported improvements in mental health and well-being strategies.

#### UX/UI Designer

Larsen & Toubro Infotech  
June 2019 - June 2021  
Mumbai

- 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.

#### Game Level Designer

Ubisoft  
March 2018 - August 2018  
Pune

- 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

#### Design & Research

- UX/UI Design
- Interaction Design
- Design-Thinking
- UX Research & Usability Testing
- Rapid Prototyping
- Narrative & Storytelling
- Co-Creation Workshops
- Visualization & 3D Modelling

#### Creative & Strategic Oversight

- Creative Strategy & Narrative Design
- Creative Direction & Visual Storytelling
- Concept Development & Pitch Design

#### Design tools & technologies

- Figma, Adobe Suite, Invision, Protopie
- Cinema 4D, Keyshot, Octane Renderer
- Rhino, 3DS Max
- After-effects, Adobe Indesign, Runway ML
- Gen-AI tools, P5.js

#### Collaboration & Leadership

- Cross-Functional Team Collaboration
- Client & Stakeholder Communication
- Time & Project Management
- Empathy-Driven Design Facilitation
- Self-Driven & Iterative Work Approach

### Education

Umeå Institute of Design : Umeå University

MFA in Interaction Design  
Grade: Pass

Pearl Academy : Nottingham Trent University, UK

Bachelor of Arts (Honors) Product Design  
Grade: 4.0 gpa (US grading system)

### Recognitions:

Awarded distinction "UX Design Award | Nominated" (Cova.OS) in UX Design Awards 2025

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 | 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