

Anurag Tiwari

UX Researcher & Designer | HFI CUA™

An outcome-driven UX professional using data and analytics to balance Business Goals and User Needs. Experienced in User Research, Wireframing, Prototyping, Analytics and Usability Testing.

PROFILE SUMMARY

- A dedicated HFI CUA™ with over 8 years of experience in UX design and research
- Proven track record of applying research driven analytical methodologies to accomplish business goals and address user needs
- A prolific leader with strong interpersonal and people management skills; possess the capability to strategize and implement end-to-end UX processes
- Possess excellent technical expertise in using tools such as Figma, Sketch and Invision to design UX artifacts
- Rich experience across UX Research, Personas, Affinity maps, Journey maps, Information Architecture, User flows, Wireframing, Prototyping and Usability testing
- Worked across 7 time zones leading design teams and working with multi-functional teams including Product Owners, Business Analysts, Technical Architects, Project Managers, Development and QA teams
- Up-to-date with the latest technological developments in the field of AI and its applications to UX research and design

WORK EXPERIENCE

J. Art Director

May 2021 – Oct 2022

Publicis Sapient | NISSAN - Gurgaon + London (Remote)

- Facilitated research using Card Sorting, Tree Testing and First Click Testing using tools such as Optimal Workshop to improve the Nissan Information Architecture
- Planned and organized 'How might we?' workshops to drive early stakeholder engagement
- Used Affinity Mapping, User Scenarios and Journey Mapping to organize and analyze user research with over 200 data points
- Used Analytics and A/B testing to improve pre-sales form completion rates by an astounding 32.5%
- Served as an integral member of the Global Design System-Governance Team, ensuring proper design system implementation across 10 global markets
- Used tools such as Zeroheight to maintain design system documentation and Figma analytics to recommend improvements
- Planned and executed unmoderated usability tests resulting in an 18% reduction in drop off rates in the vehicle configurator

J. Art Director

Feb 2021 – May 2021

Publicis Sapient | Infiniti - Gurgaon + Mexico (Remote)

- Facilitated cross-cultural User Interviews in Abu Dhabi and Mexico markets



CONTACT

- +91-70222-28719
- +91-73886-27774
- hello@anuragt.me
- linkedin.com/in/anurag-t
- Portfolio: www.anuragt.me

CORE COMPETENCIES

- UX Research
- User Interviews
- UX Design
- Design Facilitation
- Analytics
- Design Systems
- Usability Testing
- People Management
- Client Engagement
- UI Design
- Data Visualization

TECHNICAL SKILLS

- Photoshop
- Illustrator
- InDesign
- Adobe XD
- Figma
- Sketch
- Invision
- Balsamiq
- Webflow
- Wordpress
- AfterEffects
- Axure
- HTML/CSS
- MS Office

CERTIFICATION

Certified Usability Analyst
(HFI CUA™)

Human Factors International
Bangalore, Jun 2022

- Designed 14 web components, leading to a 30% surge in engagement
- Collaborated with 7 essential stakeholder groups; POs, External Consultants, BAs, TAs, PMs, Dev and QA teams
- Undertook training in Agile UX practices
- Performed comprehensive creative QA and generated in depth usage documentation
- Organized 3 technical InVision workshops for Dev and QA teams

Lead UX designer

May 2020 – Jan 2021

Reward360 – Bangalore (Office) Dubai (Remote)

- Attained a 12.5% boost in click through rates through the redesign of the EpicOne product landing page
- Conducted several Competitive Audits, Heuristic Analyses and used the research to inform design decisions
- Designed 14 components and maintained extensive design system documentation
- Conducted comprehensive User Interviews with sample sizes of 5-8 participants

Design Engineer: UI/UX

May 2020 – Jan 2021

75F | Daikin – Bangalore (Office) USA + Japan (Remote)

- Conducted 30+ Observational Studies and Contextual Enquiries with field technicians and support personnel
- Utilized research insights and worked closely with the R&D team as well as manufacturing consultants to design various IOT products
- Collaborated extensively with the CEO to overhaul the entire 75F product suite
- Created User Flows, Wireframes and Prototypes working in a highly Agile environment
- Collaborated with Daikin consultants in Japan to align the products with Daikin's brand identity

Lead UI Designer

Dec 2016 – Jul 2018

Atrous Designs – Lucknow (Office)

- Spearheaded the comprehensive branding and UI development for the ArchCircle platform
- Designed and developed a responsive WordPress platform, enabling seamless access across mobile and desktop devices

WordPress developer

Dec 2016 – Jul 2018

De'space – New Delhi (Part Time)

- Developed 20+ WordPress projects
- Devised a marketing campaign for Canon

EDUCATION

Bachelor of Architecture

School of Planning and
Architecture (SPA)
New Delhi, Jun 2016