

Anjali K. Rao

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[Portfolio](#) • [LinkedIn](#)

I am a UX/UI designer with expertise in user research, design systems, and front-end development, delivering user-centered solutions for the past 2 years. I am a U.S. citizen and am open to relocation.

WORK EXPERIENCE

UX Designer | NK Warehouse Solutions | Remote

Jan 2024 - Present

- Developed a responsive reporting tool interface utilizing Figma, increasing report generation speed by 30% while enhancing dataset visualization through advanced filtering options for improved user experience.
- Designed a user-friendly data visualization interface with advanced filtering options, reducing user training time by 50% and increasing overall system satisfaction ratings by 20%.
- Created cohesive visual identity elements for a web application tool using Procreate, ensuring alignment with the company's vision and enhancing brand identity.
- Enhanced the front end of a web application tool using React.js and increased user engagement by implementing intuitive navigation features and simplifying interaction with complex data sets
- Designed and built NK Warehouse Solutions' website in Figma and Framer; developing a chatbot feature.

UX Design Consultant | Sciera | Remote

Apr 2025 - Aug 2025

- Led end-to-end UX/UI design for a new website, including user flows, user journeys, and screen designs using Figma.
- Designed a user-friendly data visualization interface with advanced filtering options, reducing user training time by 50% and increasing overall system satisfaction ratings by 20%.

UX Consultant | Center of Digital Experience Design | New York

Jan 2022 - Dec 2023

- **The MET Museum:** Performed moderated usability testing for The MET Museum website using a Tobii eye-tracking device, analyzed user interactions through Google Analytics and Hotjar, and delivered mockups with actionable recommendations to enhance website functionality and user experience.
- **Flux Factory:** Conducted remote, moderated usability testing for the Flux Factory website, resulting in a 45% improvement in navigation and discoverability through actionable recommendations.

PROJECTS

PlanPals - Simplify Planning Your Trip (Prototyping)

- Spearheaded efforts on a collaborative project focused on enhancing personal travel experiences through technology.
- Created the prototype using Figma, which received positive feedback during the presentation sessions at the Pratt Info-Show competition.

Design System Developer - AMC Website (Design System & Accessibility)

- Created and implemented a design system to enhance consistency, accessibility, and user experience.
- Defined style guides, UI kit specs, and documentation using Figma and Zeroheight.

AI Art Generator (Front-end development)

- Constructed a visually appealing platform for displaying diverse AI-generated creations using advanced APIs from DALL-E and Midjourney; facilitated collaboration with five emerging artists seeking exposure.
- Engineered responsive web interfaces with HTML, CSS, and JavaScript for the AI Art Generator website

SKILLS

Visual and Design Software: Figma, Adobe Illustrator, Adobe XD, Webflow, InVision, Adobe Photoshop, Tableau, Procreate

Front-End Development Tools: React.js, JavaScript, HTML, CSS, Visual Studio Code, Python

User Research and Testing Tools: Google Analytics, Hotjar, Tobii Eye-tracking Device

Design Methodologies: User-Centric Design Principles, Usability Testing, Accessibility Standards, Agile, Design Thinking

AI: Perplexity, Midjourney, Dall-E, Prompt generation

EDUCATION

Pratt Institute - School of Information, Manhattan | NY

Jan 2022 - May 2024

Master of Science, Information Experience Design (UX/UI)

Cumulative GPA: 3.9/4.0

DSCE College of Engineering, India

Aug 2017 - Aug 2021

Bachelor of Engineering, Mechanical Engineering

ACHIEVEMENTS

Recognized with the "Pratt Circle" award for graduating with honors from Pratt Institute