

Kshitij Anand

Toronto, ON | +1 (647) 830-3859 | kshitijananddesign@gmail.com | <https://www.kshitij.design/> | [Video Portfolio](#)

WORK EXPERIENCE

Senior UX Designer | Cancer Digital Intelligence, University Health Network

Sep 2024 – May 2025

Toronto, ON (Contract, Collaboration with [iSchool Institute](#))

- Led end-to-end design of a remote patient-care platform for oncology, **creating 25+ wireframes, 3 interactive prototypes, and user flows** that addressed 5+ critical nursing challenges and reduced **data capture time by an estimated 30%**.
- Integrated **AI-powered features**—voicemail transcription, automated triage tagging, and smart documentation prompts—by **collaborating closely with ML engineers** to ensure clinical relevance and usability.
- Conducted user research—interviews, usability tests, surveys, and **contextual inquiries in 6 cancer clinics**—with nurses, doctors, and patients; **synthesized insights** to drive **evidence-based design** decisions.
- **Facilitated 10+ co-creation workshops** with cross-functional teams and iterated on prototypes that boosted nurse satisfaction by **25%** as measured through post-workshop surveys, and enhanced the perceived efficiency of patient care delivery.

UX Designer & Researcher | RBC (Client 360, Personal & Commercial Banking)

Jan 2024 – Apr 2024

Toronto, ON (Contract)

- Led the end-to-end UX design of the Client Profile Details (CPD) screen within the Client 360 CRM tool, enhancing usability and visual hierarchy for over **10,000+ advisors across retail banking** channels.
- **Facilitated 50+ usability sessions**, including task-based testing and in-depth interviews, generating over **100 hours of qualitative feedback** to inform iterative product design and key stakeholder decisions.
- Contributed to RBC's enterprise **design system** by creating and documenting **50+ new reusable components** and variants, improving consistency and reducing future design and development time.

Product Designer & Owner | Scotiabank (Small Business Banking)

Sep 2023 – Dec 2023

Toronto, ON (Contract)

- Led Agile ceremonies such as sprint planning, daily stand-ups, and retrospectives, facilitating clear communication and team collaboration to keep projects on track..
- Developed over **30+ user stories**, refining them with acceptance criteria and collaborating with the development team to ensure successful implementation and delivery
- **Redesigned 20+ key screens** of the Scotia Business Hub system used by advisors to onboard clients, improving usability and streamlining the onboarding process for small business customers.

UX Designer (Digital Storyteller) | Innovation Hub, University of Toronto

May 2023 – Aug 2023

Toronto, ON (Contract)

- Led a design thinking project with a team of researchers, aimed at improving the student experience at U of T by engaging faculty and students in discussions on access, student development, and community building, resulting in a **60% boost in connectedness**.
- Designed the U of T Clubhouse app (iOS native), increasing student **club engagement by 40%** through accessible, intuitive UI and community-focused features.

UX Designer II | Digitaldefynd (Edtech SaaS Startup)

Mar 2019 – Dec 2022

Remote (San Francisco, CA)

- Led end-to-end product design for a new EdTech platform across mobile and web, delivering **30+ wireframes, 10+ high-fidelity mockups, and 3 interactive prototypes** that ensured a cohesive and scalable cross-platform experience.
- Conducted **15+ user interviews, 5 usability testing rounds**, and developed 4 key personas and 3 journey maps—insights that directly informed design improvements and drove a 47% increase in overall user engagement.
- Used Google Analytics and Hotjar heatmaps to validate design hypotheses, refine 5 key user flows, and optimize 3 conversion funnels—resulting in a **35% increase in mobile user retention**.
- Delivered high-fidelity Figma prototypes that secured buy-in from 6+ stakeholders, aligning design direction with business goals and improving feature prioritization efficiency by 40%.

EDUCATION

University of Toronto

Master of Information, User Experience Design

Relevant Coursework: User Interface Design, Service Design, Accessibility & Inclusive Design, Information Architecture, UX Design

KIIT University

Bachelor of Technology, Mechanical Engineering, Minor in Information Security

Relevant Coursework: Computer-Aided Design, Engineering Graphics, Human Computer Interaction, Solidworks

TECHNICAL SKILLS

AI Design Tools: Adobe Creative Suite, Figma/Adobe XD, Sketch, Protopie, Lovable, Bolt, V0.dev, Windsurf

Design Skills: Design Systems, Information architecture, Wireframing, Rapid Prototyping, User Flows, Visual Design, Ethnographic Research, Journey maps, Heuristic Evaluations, A/B Testing, Responsive design (desktop, tablet, mobile), Maze, User Testing

Development: C++, HTML/CSS(Tailwind), JavaScript