

Anjali Swamy

UX Designer

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PROFILE

I am a free spirited and passionate UX designer with a background in fashion design and digital marketing technology. I am looking to continually provide creative design solutions to clients with my new found UX understanding from my experience at BrainStation.

SKILLS

Figma, InVision, Sketch, Adobe Photoshop, POP App, Adobe Illustrator, Google Analytics, HTML, CSS, Jira

User Research, Presentation, Wireframing, Prototyping, Design Systems, Interaction Design, Storytelling, User Interviews, Design Thinking

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

SEPT 2022 - DEC 2022, ONLINE

Symbiosis College for Distance Learning | Post Graduate Diploma, Retail Management

2014 - 2015, INDIA

National Institute of Fashion Technology | Bachelor of Design, Fashion/Apparel Design

2006-2010, HYDERABAD, INDIA

EXPERIENCE

Senior SEO Analyst | PBHS, A RevenueWell Company

JUNE 2019 - SEPT 2022, REMOTE

- Formulated research strategies for different client personas to enhance their organic traffic, leads & conversions by more than 20%.
- Identified pain points and goals of different client personas to help provide them with a better user experience.
- Collaborated with 15 team members monthly in a remote setting to plan annual events in order to create effective communication within the team.

Freelance SEO Executive

FEB 2019 - MAY 2019, REMOTE

- Developed and translated new strategies and oversaw successful campaigns for over 30 different client personas.

Assistant Manager | Nordstrom

AUG 2017 - DEC 2018, SAN FRANCISCO, CA

- Displayed strong business acumen skills towards developing a monthly growth strategy to meet the desired goals in order to achieve the maximum ROI.

Fashion Designer

JUN 2012 - JAN 2016, HYDERABAD, INDIA

- Innovated creative design solutions for varied customer personas as per their individual aesthetic needs.
- Researched and designed high quality fashion ensembles from ideas, solution sketches to the final product.

PROJECTS

UX Designer

NOV 2022, BRAINSTATION X GOOGLE

- Collaborated in a cross functional team of 3 UX Designers, 2 Web Devs, and a data scientist to design a creative solution to Google's problem space of accessibility.

Lead UX Designer

SEPT 2022 - DEC 2022, FUNCHORES

- Brainstormed, researched, and identified problems through user research in the uprising issue of bracketing in the fashion industry
- Designed, prototyped, and branded FunChores, a gamified mobile app to help make mundane household tasks fun.

UX Designer

NOV 2022, HEURISTIC EVALUATION | SPUD.CA

- Conducted a thorough heuristic evaluation, identified violations and implemented changes based on recommendations.