

ANJALI BAKLIWAL

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WORK EXPERIENCE

Product Designer | Freelance

Jaipur, India | February 2022 - Present

- Enhanced experience for 2 start-ups - one in the food industry and the other in the fashion e-commerce industry
- Developed and managed a wide variety of cross-media projects involving branding, illustration, product packaging, user research, prototyping, interface design, and UI components
- Collaborated with engineers and stakeholders to ensure the integrity of the products and UI throughout the development life-cycle

Industrial Designer | Model No.

Oakland, CA | July 2019 – November 2021

- Created informed wireframes, sitemaps, user flows, and interface and visual design elements to effectively communicate product function and brand identity, enhancing the user experience and decreasing site bounce rate by 20%
- Captured the ability of 3-D print manufacturing, using Grasshopper parametric modeling software, to create inclusive products by making designs that could be customized by the user themselves
- Developed product strategy with the design team by conducting market and user research to identify pain points that helped improve on existing and upcoming products
- Built an in-house custom material library consisting of 20-25 different kinds of wood and PLA, saving \$10,000+ in outsourcing cost

UI/UX Designer | Skopic

San Jose, CA | September 2019 – June 2020

- Designed experiences including branding assets, user flows, wireframes, visual mockups, and specs for engineering hand-off for a community social network application
- Conducted usability tests, actively sought out information, analyzed technical limitations, and iterated on designs to make complex features easier to navigate
- Defined and created design systems including components and patterns that allowed the team to execute quickly and consistently

UX Design Consultant | CUBE Consulting (EarthSense)

Champaign, IL | April 2018 - May 2019

- Designed interface mockups for TerreSentia, an autonomous robot that tracks the robot, collects, downloads, and runs the data about plant health, physiology, and stress response
- Conducted multifaceted research, interviewed farmers and conducted usability tests to get insight, identify issues, and implement changes that accelerated UX improvements and decreased user frustration

Product Designer | PARIDHI JAIPURIA

Jaipur, India | May 2018 – November 2018

- Boosted unique visitors (~+30%) by creating a more user centric web architecture on Figma that enhanced navigation and information flow

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

Master of Information Management and Systems - Graduating May 2024

UNIVERSITY OF ILLINOIS AT URBANA CHAMPAIGN

Bachelor of Fine Arts in Industrial Design
GPA: 3.84/4.00

Graduated in May 2019

HONORS:

Graduated with High Honors
Dean's List: Top 20% of the class

SPRINGBOARD

UI/UX Design Bootcamp Certification

TOOLS

• Adobe Creative Cloud Suite • Figma • Principle • InVision • Sketch • Python • SolidWorks • Grasshopper • Rhino • V-Ray • KeyShot • HTML • CSS

SKILLS

DESIGN: • User Flow • Information Architecture • User Centered Design • Renders • CAD Models • Wireframes and Mockups • Visual Design • Style guides • Rapid Prototypes • Branding • Storyboards • Hi-Fidelity prototypes

RESEARCH: • Organizational Research • User Research • Task Analysis • Heuristic Analysis • Usability Testing • Affinity Mapping • Personas • User Interviews • A/B Testing • Quantitative research

PROJECTS

RocketLearning | Product Designer

Berkeley, CA | October 2022

- Designed mobile web interface that helped parents/kids visualize the learning journey and increased engagement

Cal Hacks 9.0 | User Experience Designer

San Francisco, CA | October 2022