

Anjali Bakliwal

Unicorn Product Designer

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[LinkedIn](#)

EDUCATION

University of California, Berkeley

Master of Science in Information Management and Systems (Track: Human Computer Interaction and UX Design)

+ Grad Certificate in Applied Data Sci.

Completed in May 2024

Introduction to Front-End Development

Authorized by Meta via Coursera

Completed in June 2024

University of Illinois, Urbana Champaign

Bachelor of Fine Arts in Industrial Design

TOOLS

- Figma • Principle • Miro • Adobe XD
- D3 • Python • HTML • CSS • Tableau • R
- SQL • Adobe Creative Cloud • Miro • Jira
- SolidWorks • Grasshopper • CAD
- Postgres • MongoDB

SKILLS

- User Flow • Prototyping • Data Analysis
- Data Visualization • Interaction Design
- Information Architecture • Usability Test
- Data-Driven Design • User Interview
- User-Centered Design • Quantitative Research • Human Centered-AI

PROJECTS

Capstone CareerNav. | Product Designer

Berkeley, CA | April 2024

- Developed a human-centered AI tool utilizing LLMs to assess transferable skills, recommend learning paths, for guide career transitions, with personalized recommendations

RocketLearning | Product Designer

Berkeley, CA | October 2022

- Designed gamified mobile web interface that aided ~1M kids visualize their learning journey & increased engagement

WORK EXPERIENCE

Product Designer | Nimble Science

Remote | June 2024 – Present

- Leading rebranding & next-gen initiative for this health tech company, pioneering access to actionable GI tract data for personalized medicine

User Experience Design | Interactive Brokers

Internship | Greenwich, CT | June 2023 - August 2023

- Developed a scalable cross-platform design system for a leading fintech SaaS product (brokerage and trading), with adaptable component libraries, and WCAG 2.1 AA standards, reducing dev cycle by ~42%
- Analyzed data to prioritize features and inform the design of a centralized Notes tool with symbol-based annotation, empowering ~2.4M users to make informed investment decisions (increased user engagement)
- Collaborated with stakeholders to prioritize and implement product category meta-data for the "News" feature, increasing content filtering by category and enhancing user discovery
- Implemented data-driven interactive charts, scatterplots, and comparative line graphs in "Watchlist" feature, resulting in increased user engagement

Product Designer | Freelance

Jaipur, India | February 2022 - February 2023

- Defined problems and iteratively transformed complex concepts into intuitive designs that are grounded in user insights and business goals, for a packaged-food and a fashion e-commerce startup
- Led the design process for e-commerce startups, collaborating with cross-functional teams (developers & marketing) to ensure seamless integration and alignment
- Designed low to high-fidelity prototypes for effective communication and user feedback validation, resulting in a streamlined user experience for both packaged-food and fashion platforms

Product Designer | Model No.

Oakland, CA | July 2019 – November 2021

- Conducted customer research and gathered feedback to inform product strategy, identifying pain points and edge cases, and ultimately enhancing user experience and reducing site bounce rate by 21.3%
- Captured the ability of 3-D print manufacturing, using Grasshopper parametric modeling software, unlocking the capability for user-customizable design
- Built an in-house custom material library consisting of 20-25 different kinds of wood and PLA, saving \$10,000+ in outsourcing cost

UX Designer | Skopic

San Jose, CA | September 2019 – June 2020

- Partnered with front-end engineers to develop a robust design system, including clear and concise UI copy that facilitated consistent development and accelerated future updates
- Employed user testing with mid-fidelity prototypes to identify usability issues, resulting in an iterative design process that optimized information architecture and streamlined navigation for this social network application