

WORK EXPERIENCE

UX Designer II | Amazon Web Services

Palo Alto | December 2024 – January 2026

- Owned UX for CloudWatch Database Insights (DBI), Amazon RDS, and Keyspaces, designing connectivity and observability features while driving complex, system-level workflows in deeply cross-functional environments.
- Led design for Performance Insights deprecation and CloudWatch Database Insights transition, redesigning an underperforming post-launch flow into a reversible early opt-in model in a 2-week turnaround, increasing early DBI adoption by 40% and driving paid usage.
- Drove UX for the RDS Monitoring tab revamp, consolidating fragmented telemetry systems into a unified mental model with simplified visualizations and AI-assisted health summaries to accelerate root-cause analysis.
- Influenced AI-forward infrastructure experiences across AWS consoles, partnering with designers, engineers, and data scientists to build scalable patterns for AI summaries and decision support in data-dense products.
- Designed end-to-end UX for VPC encryption enforcement in RDS, balancing strict security requirements with usability and reducing configuration failures during database creation and runtime.

Lead UI/UX Designer | Nimble Science

Remote | May 2024 – November 2024

- Led the rebrand and website design for a health tech startup, turning complex GI tract data into actionable insights while collaborating with stakeholders to boost engagement and study participation.

User Experience Designer | Interactive Brokers

Internship | Greenwich, CT | June 2023 - August 2023

- Designed a scalable cross-platform design system for a global fintech SaaS product, improving consistency, accessibility (WCAG), and reducing dev-cycle time by at least 50%.
- Used qualitative insights and usage data to design a centralized Trader Notes experience, using symbol based annotation, enabling ~2.4M users to better analyze investments across web and mobile.
- Led UX for a guided onboarding flow on IBKR Web, using data-driven modals and comparison tables to help users choose among 8 complex platforms, improving onboarding completion and reducing support load.
- Collaborated with product and engineering to introduce content metadata for News, improving filtering and discoverability.

Founding Product Designer | Independent Consultancy

Jaipur, India | February 2022 - February 2023

- Led end-to-end product and brand design for early-stage packaged food and fashion e-commerce clients, translating complex offerings into intuitive user experiences while establishing cohesive visual systems across UI, branding, and packaging.

Product Designer | Model No.

Oakland, CA | July 2019 – November 2021

- Drove customer-led product design for a 3D-printed furniture platform, combining user research with parametric modeling (Grasshopper) to enable customization and reduce site bounce rate by 21.3%.

Anjali Bakliwal

User Experience Designer

+1 (331) 425-5559
annibakliwal97@gmail.com
[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.**
Graduated May 2024

Introduction to Front-End Development

Authorized by Meta via Coursera

University of Illinois, Urbana Champaign

Bachelor of Fine Arts in Industrial Design
Graduated May 2019

TOOLS

- Figma • Principle • Framer • Adobe XD
- Webflow • D3 • Python • HTML • CSS
- Tableau • R • SQL • Prototypie • Jira
- Miro • Creative Cloud • Confluence
- Postgres • SolidWorks • MongoDB

SKILLS

- Systems & Platform UX • Interaction Design & Prototyping • Information Architecture • Data Visualization & Analytics • Quantitative & Qualitative Research • Human-Centered AI • Design Systems • Technical UX Collaboration

PROJECTS

Capstone CareerNav. | Product Designer

Berkeley, CA | April 2024

- Designed a human-centered AI product using LLMs to assess transferable skills and recommend personalized learning paths for career transitions.

RocketLearning | Product Designer

Berkeley, CA | October 2022

- Designed a gamified mobile web experience used by ~1M children, improving engagement and comprehension of learning progress.