ANITA GRANDHI

Aspiring to **design with purpose** and create meaningful, pleasant products and experiences using user empathy and understanding of the business objectives

anitagr0418@gmail.com | (510) 565 6946 | www.anitagrandhi.com | www.linkedin.com/in/anita-grandhi

EXPERIENCE

MICROSOFT (Contract)
DESIGNER | APRIL 2021 - AUGUST 2022

- Optimized the end-to-end classroom experience for educators by redesigning the user flow on Azure Education hub and leading to improvement in customer satisfaction score
- Redesigned the landing page on Azure Education to improve overall NPS
- Lead Azure designer in the first collaboration project with M365 design team to implement new features in Azure Billing and pivotal for the One Microsoft experience for the user
- Partnered closely with PMs, engineers, Content designer to release multiple features on Education hub to enrich user experience, was involved in bug bashing, design reviews on test and prod environments
- Volunteered in the Reach mentorship program to mentor upcoming designers

DEPLOYD
PRODUCT DESIGNER | APRIL 2020 - MAY 2021

- Created all the designs for the MVP launch of the Webapp for the SaaS product focused to improve a developers workflow in DevOps
- Created Brand guidelines with all documentation setting the visual look and tone of the company
- Planned research and organized usability testing with users, synthesized and prioritized issues, re-iterated designs
- Established a design system for efficient collaboration with the engineer
- Collaborated and strategized with founders and engineers to create a Feature Roadmap, created pitch decks
- Redesigned the company website that contributed to an increase in traffic and reach

REVIVE (Freelance)
PRODUCT DESIGNER | DECEMBER 2019 - FEB 2020

- Researched the market space and competitors to create personas and understand the right problems to solve for the MVP
- Created sketches, wireframes and pixel-perfect prototypes for the iOS app to communicate user flows to the founder and engineer for implementation

K2T FITNESS (Freelance)
PRODUCT DESIGNER | JUNE 2019 - OCTOBER 2019

- Designed a Responsive website for a personal trainer's business by following a thorough design process of user interviews, personas, interaction design, prototyping and iterative usability tests leading to client conversions
- Worked on branding with the graphic designer and created UI Kit and developer hand-off document

AT&T
APPLICATION SOFTWARE ARCHITECT | AUGUST 2008 - APRIL 2018

- Conducted qualitative user research(Interviews and Surveys), analyzed and synthesized large amounts of qualitative data to surface meaningful information.
- Delivered compelling presentations to communicate the user experience and insights to product team and help in shaping the long-term product strategy, future design improvements
- Collaborated with PMs, stakeholders, cross-functional engineers from inception to launch of projects, managed remote teams

SKILLS

User Interviews
Surveys
Empathy Mapping
Storyboard
Persona
Heuristic Analysis
Card Sorting
Information Architecture
User Flows
Wireframing
Interaction Flow
Prototyping
Usability testing
Visual design

TOOLS

DESIGN
Figma
Sketch
Invision
Adobe XD
Illustrator
Zeplin
Whimsical

OTHERS

MS office
Mural
Figjam
JIRA
Agile Methodologies

EDUCATION

DesignLab, Inc
UX ACADEMY CERTIFICATION | 2019

VSSUT, India
B.S ELECTRICAL ENGINEERING