

ANJALI TRIVEDI

USER INTERFACE & EXPERIENCE DESIGNER

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EXPERIENCE

Bank of New York Mellon

UI/UX Designer | Vice President

NYC, NY | Feb 26' - Current

- Serve as the lead designer for two integrated enterprise applications that enable users to create business processes, manage tasks, and track execution.
- Delivered a new enterprise task management application, leveraging AI tools to explore design concepts, accelerate prototyping, and refine user experiences.
- Define UX direction across both products, partnering with product leaders and stakeholders to align user needs, business priorities, and technical constraints.
- Lead end-to-end design from discovery through release, translating complex requirements into cohesive workflows and validating decisions through usability testing.
- Integrate AI tools, including Devin and Codex, into developer handoff to communicate design intent and support implementation.

UI/UX Designer | Senior Associate

NYC, NY | Feb 24' - Feb 26'

- Led the design of a new task management application, focusing on intuitive and functional user experience.
- Created comprehensive design libraries to ensure consistency across products, keeping brand guidelines, audience, and documentation in mind.
- Prototyped high-fidelity mockups for user testing to validate design decisions and discover any hidden pain points.
- Prototyped an AI Chat Bot integration with various applications to showcase the capacity for growth within the bank.

UI/UX Designer | Associate

NYC, NY | Feb 22' - Feb 24'

- Led multiple interview and survey style usability studies with end-users for an internal application, analyzing feedback to identify pain points that further improved our designs
- Revamped several design libraries in Figma for various projects under time constraints, ensuring consistent component design
- Designed a comprehensive Health Dashboard that surfaced data, eliminating many pain points for our workflow management tool

UI/UX Designer | Intern

Remote | Jun 21' - Aug 21'

- Conducted User Research that included usability testing, surveys, and recorded interview sessions for our primary project
- Participated in the creation of concepts, wire-frames, and high-fidelity mockups for our stakeholders

Johnson & Johnson

Business Analyst | Co-Op

Remote | Jan 21' - Jun 21'

- Produced key deliverables for projects across Data & Analytics; wrote User Stories in accordance with Scrum & LEAN Standards
- Created an automated process flow, saving our business partners an estimated \$20,000 in development costs

EDUCATION

Rutgers Business School

B.S. In Business Analytics & Information Technology

Concentration In Global Business

GPA: 3.50 | New Brunswick, NJ

Sep 18' - Jan 22'

CERTIFICATIONS

Prompt Engineering for ChatGPT

CoursEra | March 24'

Figma UI UX Design Advanced

Udemy | Dec 23' - Feb 24'

Google UX Design Certificate

CoursEra | Jun 22' - Dec 22'

SKILLS

- UX Strategy & Design Leadership
- Cross-Functional Collaboration
- AI Prompt Engineering
- User Interface Design
- User Experience Design
- UX Research & Analysis
- Time-Efficient Iterations
- Visual Overhauls
- Basics of HTML/CSS/JavaScript
- Design Library Creation

TOOLS

- Codex
- Windsurf/Devin
- Figma/Figma Make
- JIRA
- Axure
- Adobe XD
- Balsamiq
- Sketch

FREELANCE

BooktiqueCo. | Founder & Designer

May 20' - May 24'

- Founded an Etsy shop selling book-inspired merchandise, combining product design, branding, and social media marketing to sell over 1,000 units.
- Responded to repeat sellouts by outsourcing production to a local vendor, allowing greater focus on order fulfillment and business operations.