

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 design lead defining and driving the long-term UX vision for a cross-functional task management application
- Lead strategic design decisions that align user needs with business objectives, collaborating with product and stakeholders
- Drive UI enhancements through iterative design improvements, including, prototyping, usability testing, and design reviews
- Translate complex requirements into intuitive, user-centered experiences that improve usability and workflow efficiency
- Oversee end-to-end design execution from concept through release, ensuring high standards of quality, accessibility, and visual consistency across all product updates

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
- Implemented visual styles that support platform and company branding to increase overall aesthetics and effectiveness

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
- Maintained a Tableau dashboard for data catalog entry of metadata used in the quality data lake & data warehouse

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'

- Wrote effective prompts to reveal the productivity and creativity hidden within large language models

Figma UI UX Design Advanced | Udemy

Dec 23' - Feb 24'

- Mastered modern day techniques to help streamline design thinking for businesses

Google UX Design Certificate | CoursEra

Jun 22' - Dec 22'

- Identified the key principles for designing across devices and screen sizes
- Demonstrated concepts of the Design Thinking process by conducting a Usability Study

SKILLS

- User Interface Design
- User Experience Design
- User Experience Research & Analysis
- Quick Wireframe & Mockup Iterations
- Time-Efficient Prototyping
- Rebranding & Application Revamps
- Basics of HTML/CSS/JavaScript
- Design Library Creation
- AI Prompt Engineering

TOOLS

- Figma
- Axure
- Adobe XD
- Balsamiq
- Sketch
- JIRA
- Canva
- Webflow
- Wix

FREELANCE

BooktiqueCo. | Etsy Shop

E-Commerce | May 20' - May 24'

At the height of the pandemic, I was determined to leverage my time at home by creating a small business that demonstrated my passion for designing. Deciding to open an Etsy Shop that sold book inspired merchandise, I used social media as my primary method of promotion. During the initial hype of TikTok, I created videos promoting my products and almost instantly drove traffic to my shop. After months of repeatedly selling out, I made the decision to outsource from a local shop so I can focus on fulfillment only. Currently, I have sold over 1k units and hope to further increase my sales and revenue over the next couple years.