

# Anjali Surelia

Senior UI/UX Designer with 3+ years of experience creating intuitive, user-centered digital products across global teams.

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## EXPERIENCE

### AdmitSpot, Remote(Canada) — Senior UI/UX Designer

DEC 2024- PRESENT

- Designed scalable experiences for students and consultants in the visa services domain.
- Built a design system and redesigned the company website, improving usability and consistency.
- Enhanced onboarding and information flows, reducing drop-off by 25%.
- Conducted usability reviews with Microsoft Clarity; collaborated with product, engineering, and content teams.

### Weone AS, Remote(Norway) — Product Designer

MAY 2020 - APRIL 2022

- Led end-to-end product design for a B2B productivity platform
- Translated business goals into UX strategies and created MVP flows
- Built a design system for white label app & webapps

### Self Employed, Remote(Bengaluru) — Graphic/UIUX Designer

MARCH 2018 - MAY 2020

- Worked with global startups to define product strategy and interface designs
- Delivered successful web and app designs for education, lifestyle, and SaaS domains

### Zenparent, Bengaluru — Senior Visual Designer

FEBRUARY 2017 - APRIL 2018

- Led design for content-heavy parenting platform; built reusable visual components

### Truweight, Bengaluru — Graphic Designer

SEPTEMBER 2015 - SEPTEMBER 2016

### Vistaprint, Ahmedabad — Graphic Designer

OCTOBER 2013 - DECEMBER 2014

## TECHNICAL SKILLS

- UX Design & Design Research
- User Centered Design Design Thinking
- Information Architecture, User Journey Mapping
- Wireframing, Prototyping & UI Design
- Requirement Gathering & Analysis
- User Testing - Microsoft Clarity, Google Analytics
- Design Tools - Figma, Sketch, Adobe XD, Miro

## SOFT SKILLS

- Communication & Collaboration
- Stakeholder Management & Business Acumen
- Empathy & Agility

## LANGUAGES

English, Hindi, Gujarati

## **Freelance, Vadodara — *Graphic Designer***

APRIL 2012 - JULY 2013

### **EDUCATION**

## **The Maharaja Sayajirao University of Baroda, Vadodara — Bachelor of Commerce**

2009 - 2011 - BCom, Bachelor in Commerce (Specialized in Human Resource Development)

## **Arena Animation, Vadodara — Certification**

2009 - 2011 - Digital Communication and Media/Multimedia

### **CERTIFICATIONS**

**Conduct UX Research and Test Early Concepts** Google, Coursera.com | 2024

**Build Wireframes and Low-Fidelity Prototypes** Google, Coursera.com | Nov 2024

**Start the UX Design Process: Empathize, Define, and Ideate** Google, Coursera.com | Jul 2024

**Foundations of User Experience (UX) Design** Google, Coursera.com | Nov 2024

**Design Kit: The Course for Human-Centered Design** IDEO.org | Nov 2019

**Design Kit: The Prototyping** IDEO.org | Aug 2019