Anjali Surelia

I am a problem solver, an innovator, and a designer who enjoys blending these skills to come up with unique ideas that make a difference.

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EXPERIENCE

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

May 2020 - April 2022

I worked closely with clients and stakeholders to align research with their needs and business goals, setting clear objectives for the project. By gathering user feedback, I identified key issues and prioritized features for the MVP. I led the design process from empathy through to prototyping, creating wireframes, UI designs, and a design system to ensure consistency. Throughout, I collaborated with developers and marketing teams to create a user-friendly, accessible experience.

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

March 2018 - May 2020

Worked with multiple clients and helped them successfully deliver their product.

Zenparent, Bengaluru — *Senior Visual Designer*

February 2017 - April 2018

Truweight, Bengaluru — *Graphic Designer*

September 2015 - September 2016

Vistaprint, Ahmedabad — *Graphic Designer*

October 2013 - December 2014

Freelance, Vadodara — *Graphic Designer*

April 2012 - July 2013

SKILLS

Technical

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

Soft

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

LANGUAGES

English, Hindi, Gujarati.

Lumin Studio, Vadodara — *3D Architectural Designer*

July 2011 - January 2012

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 | Nov 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 | March 2024

Design Kit: The Course for Human-Centered Design

IDEO.org | Nov 2019

Design Kit: The Prototyping

IDEO.org | Aug 2019

User Experience Design Fundamentals

Udemy.com | Jan 2017