

ANVIKSHA AGRAWAL

UX Designer and Data Visualizer

Connecting Phygital (Physical + Digital) through research, empathy and passion

WORK EXPERIENCE

KAIZEN ANALYTIX

User Experience Designer & Data Visualizer | Dallas, TX | June 2021 - Present

- Led UX/UI workstream for Toyota, Universal Studios, IHS Markit, Novelis & TIBBP Central
- Worked with UX team to produce UX/UI guidelines at an enterprise level

TOYOTA

- Developed a MVP to visually represent 1M configurations for vehicle selection for Parts, Planning & Strategy team
- Built userflows, developed style guide, designed Hi-Fi prototypes and increased planners efficiency by 62%
- Currently collaborating with planners (Users of the Tool) to conduct user testing
- Designed and developed various labor dashboards using Power BI and Tableau

IHS MARKIT : <https://ihsmarkit.com/products/process-comparison-cost-tracker.html>

- Responsible for translating their existing Excel model into an online application
- Gathered & evaluated user requirements, by conducting 5 user interviews
- Collaborated with business and UX team to meet guidelines and protocols
- Designed high-fidelity wireframes across desktop, mobile responsive in Adobe XD
- Currently work closely with the development team for first release implementation

TIBBP : <https://theblueandblackpartnership.org/central-plus/#community-results>

- Designed questionnaire & dashboard for; The Initiative: Blue & Black Partnership

AMERICAN FAMILY INSURANCE

User Experience Designer | Madison, Wisconsin | June 2020 - May 2021

- Through research, ideation, wireframing & prototyping optimized adjuster flow for selecting templates by 42.8%; wrote user stories for all product feature enhancements
- Conducted end-to-end design process & synthesized insights to prototype 5 solutions & reduced 55 sec from current process timeline for customers to resume their draft claim
- Planned, recruited and conducted 8 user researches & proposed 7 enhancements & increased underwriter satisfaction by 22.8% within interactive letter system
- Conducted 23 cross team interviews & secondary research and incorporated Jobs-to-be-Done, Agile Development & SAFe 5.0 to create an enterprise level prototype for product development

ROCK YOUR MONTH

User Experience Designer | Detroit, MI | January - May 2020

- Monitored usage analytics, conducted interviews to devise web engagement strategies
- Developed marketing channels while conceptualizing marketing strategy and established branding
- Made feminine hygienic support accessible to women by increasing 23% more subscriptions

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<https://www.linkedin.com/in/anviksha-agrawal/>

EDUCATION

University of Michigan, AA

August 2019 - May 2021

MS in Information, HCI

SPA (Institute of National Imp.)

August 2014 - May 2019

B.Arch., University dissertation topper

SKILLS

Tools & Software

Figma, Adobe XD, Sketch, Photoshop, Invision, Illustrator, SketchUp, Github, VSCode, Webflow, Adobe Premiere Pro, JIRA, Usertesting.com, Python, HTML, CSS, Power BI, Tableau

UX Design & Research

Wireframing, Prototyping, Interaction Design, UI Design, Journey Mapping, Empathy maps, Contextual Inquiry, User Research, Information Architecture, User Interviews, Usability Evaluation, AR/VR Design, Presentation, A/B Testing

ACCOMPLISHMENTS

Murphy Prize; \$5000, 2020

Imagica: A foldable Puppet Theatre

<https://frankxsh.wixsite.com/imagica>

Best Thesis Awardee, 2019

Multimodal Transit Hub

<https://www.anvikshaagrawal.com/multimodal-transit-hub>

Intern of the Year, 2017

IndiaMART, UX Design Intern

Travel for a Cause, 2017 - 18

Freelance Application Developer