

Anand Upadhyay

Sr. UI UX Designer

Anand Bharati Upadhyay

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Profile

Senior UI UX Designer with extensive experience in crafting digital products. Successfully interpreted analytics data to improve feature design, enhancing user experience and improve user engagement. Proficient in digital design principles and user experience fundamentals, helping elevate competitive advantage. Ability to create innovative solutions that align with technological and business objectives, ensuring impactful and user-friendly outcomes.

Skills

User Experience Design - Figma, Adobe XD, Sketch, Balsamiq
User Interface Design - Adobe Photoshop, Adobe Illustrator, Sketch, Figma
Interaction Design - Figma, Adobe XD
Motion Design - Adobe After Effects

Experience

JOVEO Technologies Pvt. Ltd. / UI UX Lead

27/10/2015 – 14/12/2022, Hyderabad Area, India

Participated in the entire product design life-cycle, which includes defining functions and developing user flows.

Developed interaction models and crafted user interface designs, site architecture, modular layout, and color compatibility.

Created comprehensive content style guides and design patterns, which helped maintain consistency across all platforms and enhanced team collaboration.

Designed wireframes and prototypes, leading to polished visual designs that significantly improved user engagement and satisfaction.

Built detailed site maps and navigation schemas, making it easier for users to find what they needed quickly and intuitively.

Independently owned the direction for all design-related work, ensuring high standards and cohesive design execution across projects.

Collaborated with the product owners to prioritize and estimate design tasks, which streamlined workflow and set clear expectations.

Identified task deadlines and dependencies, helping the team stay on track and meet project milestones efficiently.

Acted as the common filter for stakeholder feedback, synthesizing diverse viewpoints to refine and enhance design outcomes.

Conducting usability studies through design audits, A/B testing, user testing, and using analytics data for improving product practicality.

Indeed Operations Pvt. Ltd. / UI Designer

08/10/2014 - 23/09/2015, Hyderabad Area, India

MoBolt Software Services Pvt. Ltd. (*Acquisition by Indeed*) / UI UX Lead

05/09/2013 - 07/10/2014, Hyderabad Area, India

Zeta Interactive Systems India Pvt. Ltd. / Manager - Web

08/02/2010 - 18/05/2012, Hyderabad Area, India

MakeMyTrip (India) Pvt. Ltd. / Manager - Web Development

08/2006 - 01/2010, Gurgaon, India

Education

National Institute of Fashion Technology / Fashion Design CPFD

1999, Kolkata, India, (Grade Achieved: Grade A)

University of Calcutta / B.Com

1997, Kolkata, India, (Grade Achieved: 50.04%)

Certificates

Vanderbilt University / OpenAI GPTs: Creating Your Own Custom AI Assistants

11/2023, [Coursera](#) (Grade Achieved: 100%)

Vanderbilt University / Agentic AI and AI Agents

11/2023, [Coursera](#) (Grade Achieved: 100%)

META / Programming with JavaScript

11/2023, [Coursera](#) (Grade Achieved: 97.06%)

META / Introduction to Front-End Development

09/2022, [Coursera](#)

University of Virginia / Design Thinking for Innovation

07/2022, [Coursera](#)

University of Michigan / UX Design: From Concept to Prototype

07/2022, [Coursera](#)

Google / Conduct UX Research and Test Early Concepts

08/2025, [Coursera](#) (Grade Achieved: 96.87%)

Google / Building Wireframes and Low-Fidelity Prototypes

01/2022, [Coursera](#) (Grade Achieved: 100%)

Google / Start the UX Design Process: Empathize, Define, and Ideate

11/2021, [Coursera](#) (Grade Achieved: 100%)

Google / Foundations of User Experience (UX) Design

10/2021, [Coursera](#) (Grade Achieved: 92.91%)