Ananya Kori

UX Designer

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Summary

A dynamic UX Designer with a passion for creating user-centric products and engaging spaces. Experienced in qualitative and quantitative research, wireframing, and rapid prototyping using AGILE methodologies. Skilled in competitive analysis, user journey mapping, and visual storytelling to drive engagement. Proficient in collaborating with cross-functional teams and managing client relationships to deliver innovative design solutions.

Education

School of Planning and Architecture
Aug 2022 - Oct 2024 (Expected) I Bhopal, India
Master of Design (M.Des), Visual Communication

National Institute of Design
Jul 2016 - Sep 2021 I Ahmedabad, India
Bachelor of Design (B.Des), Exhibition Design

Skills

Design Visual and UI Design, Wireframes and Mockups, User Journey Maps, Experience Strategy, Information Architecture, User Experience Design, Usability Testing, Micro interactions, System Design, Graphic Design, AR/ VR Experiences, Spatial Design, Filmmaking, Storyboarding

Prototyping Rapid prototyping, Interactive Prototyping, Sketching, Click-throughs, Lo-fidelity and Hi-fidelity prototypes

Research Qualitative Research, Quantitative Research, Surveys, Ethnographic Study, Task analysis & persona hypothesis

Collaboration Brainstorming & ideation, Agile Methodology, Communication, Empathy, Adaptability, Collaboration tools, Design thinking and Critiquing, Storytelling, Time Management

Software Adobe Creative Suit (Illustrator, After Effects, Premiere Pro, Photoshop, InDesign), Figma, JIRA, Sketch, InVision Miro, Slack, Notion, Balsamiq, HTML, Sketch Up, AutoCAD, 3DS Max, MS Office Suit, Unity

Experience

Cleartrail Technologies, UX Design Intern
Jan 2024 - Jul 2024 I Indore

- Contributed to the R&D of law enforcement products by conducting qualitative user research on target groups and competitive analysis of over 20 companies to identify market trends, by creating user personas, journey maps and user flows.
- Collaborated with cross-functional teams, including product managers, product developers and senior designers, to design wireframes, rapid prototyping and mockups for 5+ products
- using AGILE methodologies.

Studio MESO, Design Associate
Jun 2022 - Aug 2022 I New Delhi

Conceptualized and designed 3D visualizations of temporary exhibition stalls. Managed clients and supervised the workforce during the installation of 2+ exhibition stalls during the Gift Expo and HGH Exhibition Delhi for the global brands Pernod Ricard, Bag Studio and Nodi Exports.

NVISAGE, Freelance Visual Merchandiser
Apr 2022 - Jun 2022 I Mumbai

Involved in conceptualizing and designing visual merchandise booth for the clothing brand "House of Pataudi".

Buzzaar Retail Solutions, Freelance Spatial Designer
Mar 2022 - Apr 2022 I Mumbai

Designing exhibits for "Kids Summer Carnival" for Phoenix Mall, Pune which increased the audience engagement by 50%.

Silica Institute, Visiting Faculty
Dec 2021 - Apr 2022 I Indore

Effectively imparted valuable strategies and insights to 30+ students preparing for NID, CEED, and UCEED entrance exams.

Hindustan Unilever Limited, Design and Research Intern
Jan 2020 - Jul 2020 I Mumbai

- Evaluated the role of fragrances in India's FMCG market by evaluating more than 50 HUL brands across various categories, including homecare, beauty, personal care and food & beverages.
- Performed cross-category analysis of 40+ competitors and collaborated with Givaudan, the world's most prominent fragrance company, to gain insights into fragrance design and manufacturing processes.
- Led 30+ qualitative and quantitative interviews across 4 cities in India, resulting in the design of "The Fragrance Cafe" to enhance customer engagement and brand association.

Agastya International Foundation, Spatial Design Intern
May 2019 - Jul 2019 I Bengaluru

Assisted in conceptualization and design of 3 sections of the Summer Kids Carnival, a STEM and Learn by fun education models inspired exhibition for younger audience.