Anjali Kaushik

Sr.Product Designer

Available

Portfolio

www.anjalikaushik.com

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Work Experience

Google

Sept 2024 - Present

GCP Databases Cloud SQL

UX Designer L4

Led the design and implementation of Managed Connection Pooling for Cloud SQL and AlloyDB, collaborating with 40+ cross-functional stakeholders to resolve technical and product-related queries; within 6 months, the service saw organic adoption by **2000+ customers** through the platform.
I have a proven ability to think in systems, demonstrated by owning a design audit across four core products, and I'm passionate about elevating others, having formally mentored and managed the performance evaluation for our team's UX apprentices.

BitDelta

Jan 2024 - July 2024

Delta6labs Crypto Trade Platform

Senior Product Designer

Defined and **led the end-to-end design** strategy for the BitDelta multi-asset trading platform.
Architecting a scalable design from scratch to secure **immediate market adoption** and business white-label expansion.
Conceived and designed a Copy Trading feature that allows investors to replicate the trades of experienced and successful traders automatically. This feature is designed to work seamlessly across Android, Web, and iOS platforms.

vmware

Aug 2022 - Dec 2023

VMware Cloud Management Platform

Senior Product Designer

Designed a **Conversational AI Assistant** with natural language search capabilities to enhance the user experience in accessing cloud assets. Incorporated feedback from user testing to refine and improve the final designs.
AI-Powered Design: I led the end-to-end design for business critical features , and I defined the long term vision for core products by translating the capabilities of AI into a user-centric strategy.

airtel

Aug 2020 - Aug 2022

Airtel IoT Connection Management Platform

Lead Product Designer

Provided design solution for Airtel IoT hub (B2B) application including Connectivity Management Portal, Locate API console and Dual Profile support.
Collaborated with Product Managers, Developers, Fellow Designers, and End-Users to identify gaps and gather insights thereby creating scalable and rich experiences.
Successfully launched an MVP for new product "Locate". Acquiring 50+ B2B customers within 3 months of launch.
Enhanced **Value Added Service** module, **increased revenue by 18%**

Jeevansathi

Be found

Jun 2018 - Jul 2020

InfoEdge Jeevansathi - Matrimony Platform

Product Designer

Worked at the intersection of Product and Design to define projects goals, conduct user research, create prototypes and manage usability testing.
Integrated a new **Membership Flow** resulted in **13% increase** in entire revenue for Jeevansathi.
Worked on multiple projects with significant results like iOS app revamp, implementing video profile feature, Android App Dashboard Design.

SOCIETE GENERALE

May 2017- Aug 2017

Societe Generale

UX Design Intern

Designed web based application SERVAL used for trading and approving mandates. Amplified user journey by reducing task completion time from 17 minutes to 2 minutes.

Education

2016 - 2018

IIT Guwahati

Masters in Design CPI - 8.9/10

2010 - 2014

Jayoti Vidyapeeth Women's University, Jaipur

B.Tech in Computer Science 74%

Publications

SIGCHI - VRST

2020

Presented poster "ATOM - an HMD VR Interface to Teach Atomic Structure Experiments" the project was designed and developed as part of my Master theises Presentation in IIT Guwahati

Design for Women

2019

Analyzing the changing expectations of Indian working women from online matrimonial services

Research Conclave - IITG

2018

Published paper on - Menstrual health and hygiene among young girls. Designed menstrual cycle tracking app

Skills

Design

User flows, Journey Mapping, Data Visualization, Wireframing, Information Architecture, Prototyping, User Empathy, copy writing, Persona Creation, Design Sprints, Mindmapping

Research

Competitive Analysis, Affinity Diagramming, Contextual inquiry, Heuristic Evaluation, Usability evaluation, AB Testing, Heatmaps study, User Interviews, Card Sorting, Qualitative Research, Quantitative Research