



Anjani Varma

SENIOR UX DESIGNER & RESEARCHER

EDUCATION

2012 National Institute of Design
Master of Information & Interface Design

2008 Loyola College, Vijayawada
Bachelor of Visual Communication

HARD SKILLS



CONTACT ME



- Phone +91-8019187710
- Message anjani.vc@gmail.com
- Website www.anjanivarma.com



INTRODUCTION

Senior UX Designer & Researcher with 7+ years leading end-to-end product strategy across SaaS, finance, mobility, and enterprise platforms. I design multi-stakeholder ecosystems and UI that is clear and emotionally engaging.

WORK EXPERIENCES

2025 Freelancer

Social Media Marketing | SMB

2020 Compliance Group

UX Design Lead | B2B

Improved onboarding flows achieving 11% higher task completion, 30% more form completions, and 15% fewer support calls.

2018 Cognizant

Senior UX Designer | B2B, B2C, SaaS

Coca-Cola, American Express, Smartbike + native mobile apps (Mobile CoE). Research, facilitation, roadmaps, and client-to-dev handoff.

2013 Enterprise Mobility Platform

UX Design Consultant | B2B, B2C

Accelerated trip planning by 60%, reporting by 75%, reduced billing disputes by 40% and support calls by 30%.

2012 IBM Fiberlink MaaS-360

UX Design Intern | B2C

Designed a self-service portal giving employees instant MDM device visibility and control.



TOOLS & SKILLS PROFICIENCY



Core Skills

1. User Research
2. Moderating Ideation sessions
3. Competitive Analysis
4. Information Architecture
5. Wire-framing & Prototyping
6. Building handoff-ready prototypes with component
7. Heuristic evaluation & Eye-Tracking Studies
8. Usability Testing and QA for design
9. Designing for Accessibility
10. Maintaining scalable, consistent design systems across products
11. Designed cross platform- Responsive design
12. Bridging design systems with AI-powered prototyping platforms
13. AI assisted prototyping with tools like Lovable and Claude Code for rapid exploration, iteration

Prototyping & Presentation Tools

1. Figma
2. Adobe XD
3. Adobe Express
4. Sketch
5. Lovable & Claude Code to figma integration

User Research Methods

1. Mixed method approach
2. Market research
3. Observational studies
4. User Interviews
5. Surveys
6. Moderated User Testing
7. Post-Launch Feedback Tracking and Analysis

Communication & Collaboration Skills

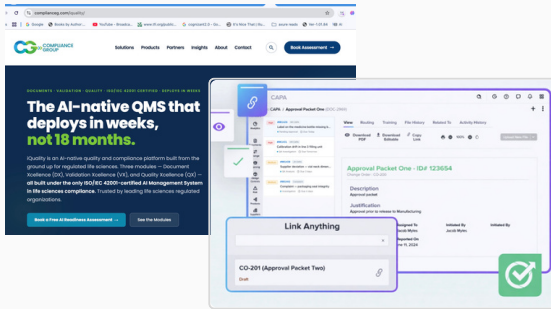
1. Cross-functional Communication
2. Client Workshop Facilitation
3. Team Leadership & Mentoring
4. Coordination in Compliance Projects
5. Developer-Friendly Design Handoff

SELECTED PROJECTS

iQuality

<https://www.complianceg.com/iquality> - Product

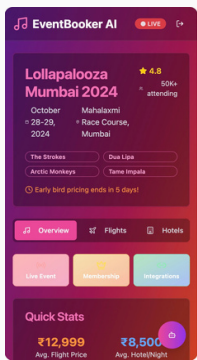
[full project case study >>](#)



EventBooker

Designing Conversational UX in the Age of AI - Case study - 2026 Case Study

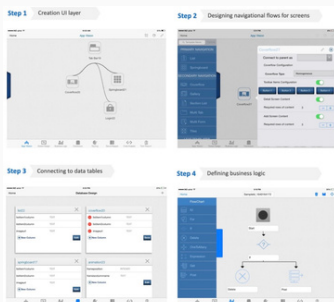
[full project case study >>](#)



One Mobile Studio

A Mobile Application Development Platform - Product

[full project case study >>](#)



COVER LETTER

Dear Hiring Team,

I am a Senior UX Designer with 7+ years of experience shaping user research-grounded, systems-thinking solutions for data-sensitive enterprise products across SaaS, life sciences, finance, mobility, and compliance. My focus is clarity, trust, and efficiency—simplifying dense information environments where user confidence and accessibility are essential.

At Compliance Group, I led the design of iQuality, an AI-powered life sciences quality assurance platform. I worked directly with clients, ran workshops to capture user perspectives, and translated regulatory processes into intuitive workflows. The tool improved efficiency and became a trusted compliance system, showing my ability to merge technical rigor with human-centered design.

I also designed customer onboarding workflows for American Express, balancing security and usability under HIPAA and accessibility guidelines. These projects sharpened my expertise in domains where data sensitivity and compliance drive design decisions.

Most recently, I created the EventBooker conversational AI case study in my portfolio, exploring AI-native UX patterns, guardrails, fallback logic, and assistant behavior. This work demonstrates readiness to design for emerging ecosystems where conversational interfaces redefine engagement.

Alongside these projects, I've built expertise in AI-assisted prototyping tools like Lovable and Claude Code, enabling rapid iteration. I maintain consistent design systems and developer-friendly Figma prototypes, ensuring scalability, usability, and smooth collaboration.


I am eager to contribute this blend of enterprise UX leadership, compliance-driven design, and AI-assisted innovation to your team—creating experiences that meet regulatory demands while empowering users with clarity and confidence at scale.

Warm regards,

Anjani Varma

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