



ANANYA KORI

USER EXPERIENCE DESIGNER

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SUMMARY

A zestful User Experience Designer specializing in user-centered design solutions across web, tablet and mobile application. Skilled in research, cross-functional collaboration in AGILE environment, and solving complex problems with simple solutions. Proficient in design tools, thriving in fast-paced environments, and driving innovative design.

EDUCATION



Master of Design (M.Des), Visual Communication
School of Planning and Architecture | Bhopal, India

AUG 2022 - OCT 2024



Bachelor of Design (B.Des), Exhibition Design
National Institute of Design | Ahmedabad, India

JUL 2016 - SEP 2021

WORK EXPERIENCE



Graphic Designer, Indian Institute of Technology
APR 2025 - Present | Indore

Led branding and design for IIT's newly established School of Innovation, including the official institute website, interactive campus maps, and digital-to-physical assets across print, web, and wayfinding to enhance user experience and accessibility.



UX Designer, Cleartrail Technologies
JAN 2024 - JUL 2024 | Indore

- Contributed to the R&D of law enforcement products by conducting qualitative user research on target groups and Competitor 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 prototypes and mockups for dashboards and website, for 5+ products using AGILE methodologies.



Design Associate (Exhibition Designer), Studio MESO
JUN 2022 - AUG 2022 | 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.

Freelance Designer, NVISAGE; Buzzaar Retail Solutions; Silica Institute
DEC 2021 - JUN 2022 | Remote

- Involved in conceptualizing and designing visual merchandise booths and temporary installations.
- Designing exhibits for "Kids Summer Carnival" for Phoenix Mall, Pune which increased the audience engagement by 20%.
- Effectively imparted valuable strategies and insights to 30+ students preparing for NID, CEED, and UCEED entrance exams.



Design and Research Intern, Hindustan Unilever Limited
JAN 2020 - JUL 2020 | Mumbai

- Evaluated the role of fragrances in India's FMCG market by analyzing more than 50 HUL brands across numerous 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.
- Spearheaded 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.



Spatial Design Intern, Agastya International Foundation
MAY 2019 - JUL 2019 | Bengaluru

Contributed to the conceptualization and design of 3 sections of the Summer Kids Carnival, a STEM and Learn-by-Fun education model-inspired exhibition for a younger audience

SKILLS

Design: Visual and User Interface (UI) Design, UX Design, Product 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, Chat GPT, Website Design, Mobile Applications, B2C Experiences, Design Management

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

Research: User Research, Qualitative Research, Quantitative Research, Surveys, Ethnographic Study, Task analysis & persona

Collaboration: Brainstorming & ideation, Agile Methodology, Communication, Empathy, Adaptability, Collaboration tools, Design thinking, Critiquing, Storytelling, Time Management, Cross Functional Teams, Stakeholder 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, AI Tools (ChatGPT, Leonardo, Sora)