

AANCHAL PARYANI

UX/UI DESIGNER | BLENDING FUNCTIONALITY WITH FLAIR

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UX/UI Designer with 5+ years of experience designing and developing responsive, accessible, and intuitive user experiences across web and mobile. Currently pursuing an MS in User Experience at Arizona State University (GPA 4.0). Skilled in end-to-end UX process, scalable UI design, and collaborative development using HTML/CSS, JavaScript, Figma, and React. Proven impact includes a 57.3% increase in user engagement through a recent redesign.

EXPERIENCE AND PROJECTS

UX/UI Designer

ASU Global Launch | 04/2024 – Present

- Optimized and redesigned website's IA using mobile-first UX strategy, improving task completion (course enrollment) by 32%.
- Conducted heuristic evaluation, usability testing and A/B experiments to refine experience, driving a 57.3% YoY boost in traffic.
- Built 17+ responsive, WCAG-compliant pages using AI, HTML, CSS, JS and Salesforce aligned with ASU's design standards.
- Created annotated digital mockups, wireframes and high-fidelity interactive prototypes in Figma and ProtoPie for dev alignment.
- Visualized monthly email campaign metrics, creating dashboards that helped in tracking open rates and optimize future outreach.

UX/UI Researcher + Designer

Project Cities, City of Mesa | 08/2024 – 12/2024

- Conducted user interviews, usability testing and did journey mapping to address confusion in recycling platform UX.
- Proposed and prototyped a redesigned interface and alert system using AI Tools, raising user clarity and engagement by 18%.

Senior UX Developer (UX/UI + Frontend)

Bosch Global Software Technologies | 09/2019 – 11/2023

- Developed 4+ responsive React services for a web B2B SaaS tool, improving workflow efficiency and UI satisfaction by 40%.
- Identified miscommunication issues in the requirement management tool, led IA and iterative workflow redesign with cross-functional input, resulting in 50% fewer errors and stronger team collaboration.
- Ensured performance and cross-browser consistency for all animations and UI transitions built using CSS and JavaScript.
- Refactored Redux states and components, reducing API latency by 50% and improving performance.
- Built custom Figma/Sketch plugins using Ant Design and APIs in an agile client-driven, deadline-sensitive environment, reducing design-to-code handoff inefficiencies by 38% and accelerating developer implementation.
- Presented motion-based prototypes with micro-interactions to stakeholders and clients, improving design clarity and alignment.
- Led tooling POC for flow diagram features and mentored junior developers on accessibility and design implementation.
- Designed and developed 6+ services for desktop-based HMI Validation tool using OpenCV, Python and OCR.

Visual Designer

Freelancer | 09/2018 – 12/2023

- Designed visual identities and UI assets for startups and education clients, building consistent branding across platforms.
- Rebranded a restaurant chain's digital presence, improving retention through cohesive visual storytelling.

Web Developer – Intern

NetParam Technologies Pvt. Ltd. | 05/2018 – 07/2018

- Built a web app - BizNexus, a collaboration platform, using HTML/CSS, MySQL with responsive design and accessibility focus.
- Collaborated with 5+ stakeholders to present and ensure feature delivery aligned with business and usability goals.

EDUCATION

Master of Science , User Experience | December 2025

Arizona State University (GPA - 4.0)

Bachelor of Technology, Computer Science and Engineering | May 2019

Rajasthan Technical University (GPA - 3.7)

SKILLS

Design & Tools: Figma, Axure, Adobe CC (XD, Illustrator, Photoshop, After Effects), Sketch, InVision, Balsamiq, Maze

UX: Wireframes, User Flows, Prototypes, A/B Testing, Accessibility (WCAG), Responsive Design, Design Systems, AI Prototyping, Storyboards, Journey Mapping, Storytelling, Lean UX, Design Thinking, Interaction Design, Design Principles, Data-driven

Development: HTML, CSS3, CSS preprocessors (SCSS, SASS), JavaScript (ES6+), React, Node.js, Salesforce CMS

Soft Skills: Collaboration, Communication, UX Advocacy, Problem Solving, Detail-oriented, Adaptive, Curious

Platforms & Project Management: Web (Mobile-first), Android, iOS, Desktop, Jira, Confluence, FigJam, Airtable, Miro