# ANSHUL DAWAR

Delhi, India • dawaranshulsingh@gmail.com • +91-7016696619 • linkedin.com/in/anshuldawar
[Anshul Dawar Portfolio](#) • [Behance](#) • [Dribbble](#)

## PROFESSIONAL EXPERIENCE

**PROPERTY PISTOL**                                                                          **Gurugram**
**UX/UI Designer**                                                          **Aug 2023 - Present**

Committed to enhancing the overall user experience and engagement on the company's website. I contribute to the optimization of user journeys, ensuring a seamless and enjoyable interaction for visitors via

- Analyzed data from 14000 monthly active users and used outputs to guide e- registration page; increased average engagement time by 2x and 30% decrease in drop off rate
- Drove redevelopment of Mumbai locality page, resulting in 5+ new section, increased the user engagement by 20%.

**METRIX DIGITAL**                                                                **Queensland, Aus**
**Product Designer and Webflow Developer**                        **Jan 2023 - Jul 2023**

As a Design Consultant at Metrix Digital, I collaborated closely with the agency's clients to translate their brand vision into compelling digital experiences.

- Consulted with 4+ tech startups to review current products and provide design solutions to solve user needs and business challenges through User Research, IA, Interaction Design, Visual Design, and Prototyping & Testing.

**SIMPLILEARN**                                                                           **Bengaluru**
**UX Designer II**                                                                **Jan 2022 - Dec 2022**

I was an integral part of the pre-sales design team, dedicated to enhancing the overall user experience on the company's website and contributing to the successful launch of new 20+ courses. My responsibilities include leveraging user-centered design principles to create intuitive & collaborating closely with cross-functional teams

- Subdomain page revamp: Increased the Traffic to Lead ratio by 25% and Lead to Order ratio by 9.68% with the new page redesign
- Promoted seamless customer experiences through performance and function monitoring.
- Led user experience research projects to aid development planning.
- Stimulated optimised user experiences through collaboration with 10+ stakeholders.

**DOMINGO DESIGN AGENCY**                                                            **Delhi**
**Design Consultant**                                                            **May 2019 - Jan 2022**
**UI/UX Designer**                                                            **Jul 2018 - May 2019**

Started as a UI designer and later handing UX projects and promoted as a Design Consultant at Domingo Designs, I have worked and completed 7 big projects (all 2+ years) and 4 small projects.

- Afinoz: Responsible for creating dashboard for internal team, lead to a 33% increase in productivity for the sales team, which translates to huge increment revenue.
- Bakingo: Executed visual redesign of Bakingo's website that has daily 5k+ visitors. Evaluated current branding and company's details to create new style guide and present alternative styles & other design. Finished visual elements and email ads; generated a 21% open rate per day.
- Created models and prototypes for pre-implementation testing. Managed designs from conception to delivery to deliver on client expectations.
- Incorporated storytelling techniques to bring life during 2 projects to abstract ideas.
- Attended client meetings to provide progress updates and collate feedback. And managed to collaborate with more than 15+ clients across different domains from fintech to dairy ecommerce.
- GoSocial app: Drove 2500+ monthly sign-ups to Gosocial's app with comprehensive social media strategies in order to increase brand awareness.
- Chefed: I led the design vision and helped to set product direction and manage the team of 3+ designer. Implemented directly with clients to design brand identities and website layout.
- Completed project work within agreed timeframes and budgets to surpass client expectations.

## EDUCATION

**INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, VADODARA**                    **Gandhinagar, Gujarat**
*Bachelor of Engineering; Major in Information Technology*                                    **2014-2018**

**CERTIFICATES**
*Google Certified UX Designer*                                                                                      **2023**

## ADDITIONAL INFORMATION

- Technical Skills: UX Research | User Journey Maps | Competitive Analysis | Usability Testing | Visual Design | Interaction Design | Stylescapes | Low/ High-Fidelity Prototypes | Sketching | User Testing & Research | Information Architecture | HTML5 & CSS3 | Chat GPT | Midjourney
- Soft Skills: Presentation | Requirement Gathering | Business Planning | Marketing Research | Social Media Marketing | Storytelling |  Relationship building
- Tools: Figma | XD | Webflow | FigJam | Miro | Zeplin | Adobe Illustrator | Adobe Photoshop | Adobe After Effects
- Languages: Fluent in English (native), Hindi; Conversational Proficiency in Spanish