ANJALI JOSHI

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WORK EXPERIENCE

Next Level (nXlvl)   **United States**

Social Impact Product Designer   *September 2022 - Present*

- Leading the Design initiative for the SAAS application, ensuring meticulous adherence to the organization's mission and fostering meaningful connections for positive societal impact.
- Collaborating extensively with interdisciplinary teams, spanning strategists, full-stack developers, and creative technologists, to cultivate innovative concepts and optimize workflows, thereby translating strategies into compelling design solutions.
- Providing mentorship and guidance across all stages of the design lifecycle, from conceptualization to implementation, while actively contributing to the refinement of the organization's digital assets, encompassing the website, product interface, visual identity, and technological evolution.
- Preparing for the app's launch and planning ways to boost engagement and retain users, based on data analysis. This involves improving the app's user experience to help athlete's easily join, create, and share events across different communities and promote themselves.

Product Design Intern   *September 2023 - March 2024*

- Led the development and deployment of multiple features/products, demonstrating proficiency across nxlvl's platforms.
- Defined interaction design strategies based on comprehensive understanding of user needs, resulting in intuitive and engaging experiences.
- Utilized prototyping techniques to iterate and refine designs, ensuring seamless usability and functionality.
- Applied visual design skills to create cohesive and aesthetically pleasing interfaces, encompassing typography, color, layout, iconography, and more.
- Produced high-fidelity prototypes and design artifacts to illustrate concepts and iterate on designs.

Meta's Instagram   **United States**

Content Partnership   *September 2023*

- Collaborated with Instagram's @design page for content partnership.

Tata Consultancy Service   **Mumbai, India**

UI/UX Designer   *June 2020 - August 2022*

- Contributed to strategic product discussions, aligning decisions with overarching goals and maximizing impact on both users and the company.
- Effectively communicated team goals and objectives, fostering clarity and alignment among stakeholders.
- Collaborated on end-to-end design processes for multiple projects, encompassing both interaction and visual design elements.
- Demonstrated strategic thinking by aligning design initiatives with broader company objectives.
- Showcased end-to-end design processes across various projects, highlighting interaction and visual design artifacts and high-fidelity prototypes.
- Conducted thorough research on the Design System, emphasizing the curation of reusable functional elements, components, and patterns.
- Diligently curated presentations for each app, ensuring a consistent alignment with the brand identity for the respective year.

EDUCATION

Savannah College of Art & Design   **Atlanta, United States**

Masters in Graphic Design & Visual Experience   *September 2022- March 2024*

Rachana Sansad College of Applied Art & Craft   **Mumbai , India**

Bachelor of Fine Art in Applied Arts   *June 2016 - October 2020*

SKILLS

Software Skills:

Adobe Creative Suite, Figma, Meta Spark Studio, Keynote, Procreate, Testflight, Zeplin, Miro, VN Video Editor.

Problem Solving Skills:

Product Thinking, Interaction Design, UI Design, UX Design, User Centered Design, Design System, Web Design, Application Design, Journey Mapping, Wireframing, Prototyping.

HONORS & AWARDS

Creative Communications Award (C2a), 2023 & 2021	**World Brand Design Society (WBDS)**, 2021
Indigo Design Award, 2023	**Sports Industry Award X TCS**, 2021
Paris Design Award, 2023	**36 Days of Type X Fontself**, 2020
SCAD Grad Academic Merit Scholarship, 2021	**Rachana Sansad College,** 2020 & 2019
SCAD Grad Achivement Honor Scholarship, 2021	**Maharashtra State Art Award**, 2016
International Design Award (IDA), 2021	**Indian Art Institute,** 2015