



## ANJANA RAKESH

Senior UI/UX Designer

### Contact

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### Education

- Post Graduation**  
Mass Communication, Print Design & Journalism,  
Kerala Press Academy, India
- Certification Diploma**  
Web designing and development,  
American Technical Academy, Dubai, UAE.
- Bachelors Degree**  
Bio Sciences,  
Kerala University, India with first class.
- Schooling and Pre University**  
Passed out with high first class.

- Certifications in UX Designs**  
Short term certifications in UX design,  
UX research, Design Thinking & E-commerce

### Work Skills

- User Experience Design
- User Interface design
- User Research
- User requirement analysis
- Personas
- Ideation
- Wireframing
- Branding and design
- Low to high fidelity prototyping
- Design Testing
- Design System & Documentation

### Software Skills

|                  |             |          |
|------------------|-------------|----------|
| ☆☆☆<br>Photoshop | Sketch      | Adobe XD |
| ☆☆<br>Axure RP   | InDesign    | inVision |
| Zepplin          | MS Office   |          |
| ☆<br>Illustrator | Dreamweaver |          |

### Personal

Date of Birth: 14 /05 /1967  
Nationality: Indian  
Hobbies :  
A lot of books, movies, dogs & travel.

### Fluency

English ☆☆☆ Malayalam ☆☆☆  
Tamil ☆☆ Hindi ☆☆

### About

www.bellafolio.com

I am a Senior Product (UX/UI) Designer with 10+ years of experience who is well-versed in mobile and web applications. My objective is to deliver good user centric designs, which helps the users and the clients to achieve their business goals. Visual presentability, usability, user friendliness and simplicity are the highlights of my designs.

In my long design career, I have worked 4 years in print and media designs, 10 years in web designing and the last 10 years in UX/UI of mobile app and desktop solutions. Proficient with user centric designs and user experiences I have a good understanding of design thinking and use of technology. I ensure the practice of time-bound work, which will increase the efficiency of the team. I am proud to be a great team player who added value to the projects I've worked on. In my team leader role, I was an effective communicator with excellent leadership qualities and organisational abilities.

By keeping my eyes open for the ever-changing scenarios of designs and tools, I have always driven myself to update the skills in UI/UX software.

### Professional Experience

Senior UX Designer | Sophos Cyber Security Bangalore, India

Current June 2021 -

Currently working as a senior UX designer for wireless Wi-Fi 6 security products. This product development is a part of the Sophos Network Security Group.

Senior UX/UI Designer | Cisco Systems Bangalore, India

2 years May 2018 - July 2020

I worked with the Cisco's Customer Experience (CX) group's UX/UI design team in all the stages of a project design process. I have attended client meetings, analysed user requirements, created problem statements, done UX meetings & workshops, wire framing, design meetings, brain storming, designed graphic elements, visual screen designs, prototyping, prepared UI deliverables and provided support to development and testing team.

More to the basic UX/UI designer's responsibilities, my work role changed from team contributor to design team lead, depends upon the project requirement.

- In this period, I could do a significant role in the design teams of web solutions, for major clients like **Verizon, Cisco Speed and Softbank**.

- I was a part of numerous internal projects and assignments to support the sales and marketing team.

Cisco Systems acquired Broadsoft (my previous company) in 2018.

Senior UX/UI Designer | Broadsoft Bangalore, India

3 years Jun 2015 - Apr 2018

As the part of Broadsoft UX/UI design team my major projects were AT&T and Digicel .

The **AT&T Collaborate** portal helps admins of various sized businesses to setup their call services and features. The portal was complex and major one, which was indented for the advanced users. Project success achieved through large team coordination and participation of multiple teams. Even though the we had large design team, I could handle sections of portals individually.

**Digicel** is a Caribbean mobile phone network provider operating in 33 markets across the Caribbean, Central America, and Oceania regions. I got a more freehand when I worked for Digicel, a large collaborate portal, which is meant for small business groups. The extensive work on provisioning section of the portal, included UX, UI designs and SSOT design documentations of this project was done by me.

Broadsoft acquired mPortal wireless (my previous company) in 2015.

Senior UI Designer | mPortal Wireless India Bangalore, India

4 years Apr 2011 - May 2015

I joined mPortal in 2011, as a Senior UI designer, on contract. In 2012 mPortal confirmed me as a full-time employee.

- My major project was **Time Warner Cable's My TWC**. My TWC's Self Care App provided account management experience to TWC subscribers and enables TWC to reduce support costs and increase revenues. App features included Billing & Payment, Troubleshooting, Voicemail, Appointments and Contact sections. I could handle the UI designs for iOS and Android platforms for mobile, iPad and tablets. The project went on to five to six phases of updating.

- Later My TWC changed the branding to **Spectrum** and I have done the rebranding design too.

Senior Designer | Shine Works Bangalore, India

1 year May 2010 - Mar 2011

Shine works was a start-up digital designing company, where I worked as a Senior designer on multiple areas.

- Here I got introduced to mobile apps and web solution UI designing.
- I was part of the digital design campaigns for some of the major events.

Senior Web Designer | CompuNet Sharjah, UAE

11 years Jul 1999 - Mar 2010

In the early website era I started as website designer immediately after I achieved a Diploma in web designing. I went on to become a senior web designer there and was solely responsible for designing and developing web sites of the company and its clients.

- During my tenure there, I designed around 100 web sites and maintained numerous client portals. The clientele included banks, business groups, property groups and numerous business establishments.

Graphic Designer | Mythri (NGO) Bangalore, India

3 years Jan 1996 - Feb 1999

My design career started at Mythri, a non-governmental organisation in Bangalore, India. During this time, I handled all the print jobs, right from the thumbnail stage using Page Maker, Power Point and MS office. Mythri's sub project 'Waste Wise' had a student's and community awareness programme and for that I conducted workshops and interacted with students.

- I designed brochures, educational materials and numerous publicity materials for the organization and its media campaigns.
- Active participation in a number of awareness events done by Mythri and Waste wise exposed me to event organising scenarios too.