

# Anishka Gurjar

User Experience Lead

## EXPERIENCE

### User Experience Lead

Schlumberger

August 2021 - Present

- Leading UX for a greenfield customer-facing platform—from discovery to MVP—supporting research, creating personas and journey maps, overseeing wireframe.
- Successfully delivered the first MVP to 3 global clients, iterating based on user feedback and requirements to improve usability.
- In a previous engagement, led a consolidation of internal applications into a unified platform—resulting in a 20% time reduction and 43% cost reduction.
- Built and led a UX team for the project, mentoring designers and ensuring consistent design quality.
- Collaborated with product and engineering to define priorities, align UX strategy with business goals, and deliver seamless execution.
- Facilitated 20+ Design Thinking workshops to drive collaboration and innovation.
- Delivered 40+ global Design Thinking trainings to embed user-centered practices across teams.
- Created UX benchmarking templates to support governance and track usability impact.
- Lead a 30+ member UX community focused on knowledge sharing, mentorship, and growth.

### User Experience Designer

Cognizant Technology Solutions

August 2016 - August 2021

- Increased conversion rate by 24% for a student loan flow for an online only USA bank by using stakeholder inputs, high-fidelity prototyping and A/B testing.
- Maximized user engagement by 16% for a finance conduct regulator company in the UK by employing site audit, design system implementation and architecture redesign.
- Collaborated cross-functionally with product managers, business analysts, developers, and QA in an Agile environment.

### User Interface Designer

Ideabrews Solutions

October 2014 - July 2016

- Translated wireframes and user requirements into interfaces that align with brand guidelines.
- Collaborated with UX designers, developers, and product teams to ensure design feasibility and smooth implementation.

## CONTACT

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## EDUCATION

### Bachelors of Fine Arts (Illustration)

University of Pune

## CERTIFICATIONS

- **Certified Usability Analyst** - Human Factors International (HFI)
- **Service Design Thinking** - Human Factors International (HFI)
- **Measuring UX and ROI** - Nielsen Norman Group (NN/g)

## SKILLS

- User Research & Personas
- Prototyping and Wireframing
- User Testing
- Team Leadership and Mentorship
- Agile and Scrum Methodologies

## TOOLS

- Axure
- Figma
- Adobe Creative Suite
- Microsoft Office
- HTML, CSS Knowledge

## LANGUAGES

- English (Professional)
- French (Basic)