# Anik Ghosh

**UX Designer**

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🔗 [Portfolio](http://bit.ly/40JtR5d) (http://bit.ly/40JtR5d) | 🔗 [LinkedIn](LinkedIn)

UX Designer with 5+ years of experience designing user-centered digital products for global clients including Mercedes-Benz and Coca-Cola. Skilled in strategic research, B2B enterprise systems, and agile product design.

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### EXPERIENCE

**Wongdoody**
**Senior Lead - Experience Design** (Jan 2021 - Present)

Sales operations portal for **Mercedes-Benz**
- Led UX design for 4 enterprise tools used by executive teams in Germany.
- Designed planning systems for global vehicle allocation and production tracking.
- Delivered wireframes, high-fidelity prototypes, and led user interviews and usability testing in agile sprints.
- Contributed to a WCAG 2.0 AA compatible design system used across 40+ internal products.

Employee experience for **Coca-Cola Hellenic**
- Conducted 60+ user interviews across 18 countries to assess the ecosystem of internal digital tools.
- Analyzed employee portal data and surveys to identify 50+ actionable insights.
- Recommended UX strategy improvements tailored to regional roles and workflows.

Mobile banking app for **Jordan Commercial Bank**
- Interviewed users to create user personas and customer journey maps to reposition the app for younger users.
- Led user research and branding workshops with senior stakeholders within the bank's management.
- Crafted a new visual language for the app based interviews and workshops, to shift focus towards younger users (below 30).
- Designed new visual language and shipped MVP in 8 weeks with full UI/UX.

**UX Research & Strategy**:      User interviews | Usability testing |
Journey mapping | Requirement gathering
Quantitative analysis | Stakeholder workshops

**UI Design & Prototyping**:      Design systems | High-fidelity prototyping
Responsive design

**Tools & Tech**:      Figma | Sketch | Illustrator
HTML/CSS | Tailwind | React | Angular

**Collaboration**      Agile methodologies (SAFe) | Jira | Mural | Miro

## EDUCATION

**School of Planning and Architecture, Bhopal**
**M. Des.** (July 2018 - June 2020)

**Ethnographic research** at Ziro, Arunachal Pradesh
- Conducted field research for two week in Ziro valley on the traditional customs and practices of the Apatani tribe.
- Documented agricultural practices based on observations and interviews,

**Conference papers**
- Presented a paper on "Wayfinding Systems in Shopping Malls" at Humanizing Work and Work Environment (HWWE), 2018
- Presented a paper on "A Framework for the Analysis and Design of Visual Political Communication" at ICoRD '21, IIT Bombay

**Survey on mental health**
- Led a survey of 180+ students on perceptions of mental health in academic settings.

## INTERESTS

Data visualisation | Behavioural psychology | Cinema | Food & nutrition