

# ANUVRAT SHARMA

UX AND UI DESIGNER



## About me

With 13 years of experience in Design thinking, Strategy, Design management, Service design, UX UI, and other banking departments, I bring efficiency, creativity, and excitement to organisations. Seeking creatively challenging role to enhance expertise.

## Contact



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[My Website](#)



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[Dribbble](#)

## Education

- MDES(Human Centered Design)- SMI(2022-2024)\* on Sabbatical leave from Canara Bank
- MBA(IB) – ICFAI University (2014-16)
- PGDB (Post Graduation Diploma in Banking) – ICICI Manipal Academy (2009-10)
- B. Tech(EC) – Uttar Pradesh Technical University. (2003-07)

## Skills

- UX/UI design
- UX research
- Design standards and UX metrics
- Design system
- Service design
- UX Audit
- Motion design
- Strategy and policy design
- Design management
- Contextual Enquiry
- Tools-Figma, Adobe XD,After effects,Illustrator,Premiere Pro, Indesign, Photoshop and Procreate

## Work Experience

### Design manager-British Telecom

June 2024 - till date

- I lead a team of UX designers from Infosys, TCS, Virtusa, and BT, working to enhance the user experience of legacy BT Openreach platforms. My focus is on building design standards, integrating them into new interfaces, and optimizing legacy processes. I define KPIs, success criteria, and evaluate UX metrics to ensure impact. Additionally, I contribute to service design projects aimed at improving the field engineer experience in the UK.

### Divisional manager-Canara Bank

Feb 2014 - May 2024

- Developed customer-centric products and services, optimised processes, and collaborated with cross-functional teams to enhance usability and satisfaction. Led innovative solutions, resulting in improved customer engagement and business growth.

## Certifications

- Service Design for the real World:A practical Introduction
- Certified Scrum Master
- CAIIB, JAIIB
- Cyber crime and fraud management from IIBF
- PGDEVD from CDAC Noida in embedded systems and VLSI Design
- Certification for Spoken English from BRITISH COUNCIL

## Manager - Kotak Mahindra Bank

Jan 2012 - Jan 2014

- Successfully led cross-functional teams in product development, ensuring alignment with strategic objectives and delivering innovative solutions. Implemented best practices, resulting in increased efficiency and cost savings.

## Assistant Manager -ICICI Bank

May 2010 - Jan 2012

- Campaign design for small and large Businesses.
- Design of credit products for MSME and Large Corporates.

## Awards

- Best Executive Award at Administrative Staff College of India 2021
- A top performer in innovation and digital products in 2020(CANARA BANK).
- Star of the Month award for entrepreneurial Creativity, Kotak Mahindra Bank, 2012

## Interests



## Address

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