Anukampa Choudhary
UI/UX Designer

Contact

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📍 Gurgaon, Haryana

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Education

Bachelor of Design (B.des)
National Institute of Fashion Technology
2014 - 2018

Psychology Honors
Kanpur University
2012 - 2014

Certifications

Design Thinking for Innovation
University of Virginia (Coursera)

Human-Centered Design : An introduction
University of California (Coursera)

Personal interests

Digital illustrations & animations

Exploring minimalistic design trends

Gaming enthusiast

Crafting curiosity driven digital content

About me

Product-focused UI/UX Designer with 7+ years of experience designing scalable, data-informed B2B and B2C products across SaaS, workspace management, and e-commerce. Strong in translating complex workflows into intuitive digital experiences while collaborating closely with stakeholders and developers.

Work experience

Assistant Manager UI/UX Design – Smartworks | Gurugram, Haryana (Mar 2024 – Oct 2025)

Led end-to-end UI/UX design for B2B workspace management products across web and mobile. Collaborated with management, developers, and QA to ship production-ready features.

Product Designer – Fashinza | Gurugram, Haryana (Oct 2022 – Mar 2024)

Contributed to a SaaS-based platform streamlining apparel manufacturing by connecting fashion brands with manufacturers, offering end-to-end solutions including design, sourcing, and improved supply chain visibility.

Assistant Product Designer – Numero Uno | Gurgaon, Haryana (May 2018 – Oct 2022)

Crafted visual designs for B2C e-commerce platforms, boosting user engagement.

Toolkit

Design & Prototyping - Figma, Adobe XD, Zeplin

Visuals & Motion Graphics - Adobe Illustrator, Photoshop, After Effects

Collaboration & Project Management - Jira, Confluence, Notion

Recognitions

Recognition for Best Execution - Fashinza (Aug 2023)
Awarded for good performance within the first year at the company.

The Problem Solver - Numero uno (March 2020)
Recognised for quick problem-solving skills and strong ownership.

www.linkedin.com/in/anukampa

Portfolio

Recent Projects -
acdesign.in

More projects -
behance.net/anukampa

Figma (All projects) -
figma.com/allprojects

Project's brief

CRM (In process)

Building an intuitive customer relationship management platform for streamlined client interactions.

Meeting Room Tab (Tablet)

Smart tab solution placed outside meeting rooms across India, synced with Workctrl app for instant and future room bookings.

Workctrl (Mobile app)

Streamlined workspace management for enhanced productivity.

FR kiosk (Mobile app)

Face recognition–based access system enabling seamless, button-free entry through automatic detection and processing.

SW Tickets (Web + Mobile app)

Simplified issue tracking and resolution for seamless operations.

Smartworks SG (Mobile app)

Meeting room booking solution tailored for Singaporean clients.

Building Management System (Web app)

Centralized control for efficient facility management.

FZ Internal Supply Chain Portal (Web app)

Enhanced operational efficiency with new module designs.

Fashinza (Mobile app)

In-progress design for a dynamic, trend-driven e-commerce experience.

Core UX & UI Skills

UI Design, User Experience Design (UED), User-Centered Design, Interaction Design, Information Architecture, Visual Design, Product Design, Experience Design, Design Systems, Mobile Design, Web Application Design, Animations, Microinteractions, Haptics, Responsive Web Design, Wireframing, Prototyping, User Flows, User Journeys, User Personas, UX Research, Design Research, Qualitative Research, Market Research, A/B Testing, Usability, Accessibility Audits, Web Accessibility, UX Writing, Design Thinking, Flow Diagrams, Site Maps, Typography, Brand Perception, Heuristic Evaluation, 6D Design Process, Graphic Design, Software Design, B2B UX Design, B2C UX Design, SaaS UX Design, B2C E-commerce Design. Proficient in Figma's advanced features, including Auto Layout, Scalability, Responsive Design, and Prototyping.

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