

ANANTHU R C

UX/Product Designer

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PROFESSIONAL SUMMARY & KEY ACHIEVEMENTS

Award-winning UX/Product Designer with 5 years of experience specializing in e-commerce and enterprise platforms. Recognized with an "Emerging Star" award for driving design impact and process improvements through a data-driven approach.

- **Boosted conversions by 22%** and **reduced cart abandonment by 30%** by redesigning e-commerce discovery, checkout, and product customization flows.
- **Cut ERP workflow task times by 30%** by simplifying complex quote-to-order, shipment, and warehousing processes.
- **Reduced design/development rework by 40%** by leading the team's transition to Figma and building scalable component libraries and handoff standards.

EXPERIENCE

FAYA CORPORATION

UI/UX Designer

Trivandrum

Sep 2021 - Present

- Transitioned the team from Sketch to Figma, creating component libraries and file standards that **cut repetitive design work by 50%**, **reduced handoff inconsistencies by 60%**, and **accelerated design delivery by 40%**.
- Redesigned e-commerce flows (discovery, product detail, customization, cart, checkout), **boosting conversions by 22%**, **reducing cart abandonment by 30%**, and **increasing repeat sessions by 15%**.
- Designed ERP workflows including **quote-to-order, custom/blank orders, shipments, warehousing, CRM dashboards, and reports**, simplifying complex processes and **reducing task completion times by 30%**.
- Unified **domestic and overseas ordering flows** for a wholesale client, combining different delivery rules, order quantities, and decoration locations into a **single streamlined process**, improving both customer experience and backend efficiency.
- Used **Google Analytics, Lucky Orange, competitor benchmarking, and customer care insights** to guide design improvements; experimented with **AI tools** for research and improving product discovery.
- Built **interactive prototypes** in Figma and InVision that accelerated stakeholder feedback cycles and reduced development rework.
- Ran **internal sessions** on Figma best practices and design thinking, helping the team work more consistently and improving design maturity.

FAYA CORPORATION

Designer Artist

Trivandrum

Aug 2020 - Sep 2021

- Designed illustrations and UI assets for a product customization tool, making the feature more engaging and easier to use for customers.
- Created logos, banners, and social media visuals that supported marketing campaigns and improved brand visibility.

EDUCATION

HINDUSTAN UNIVERSITY

Master of Business Administration

Padur, Chennai

2018-2020

BHARATA MATA COLLEGE

Bachelor of Business Administration

Thrikkakara, Kochi

2015-2018

SKILLS

- **UX Design:** Wireframing, High-Fidelity UI, Prototyping, Interaction Design, Responsive Design, Design Systems, Accessibility (WCAG), Task Flows, Journey Mapping.
- **UX Research:** User Interviews, Usability Testing, A/B Testing, Heatmaps, Surveys, Competitive Analysis, Analytics.

- **Tools:** Figma, Sketch, Adobe XD, InVision, Zeplin, Framer, Miro, Jira, Trello, Notion, Photoshop, Illustrator.
- **Methodologies:** Agile, Scrum, Design Thinking, Lean UX, User-Centered Design (UCD).
- **Other:** Cross-Functional Collaboration, Stakeholder Communication, Product Thinking, UX Writing, Information Architecture.

CERTIFICATIONS

- Enterprise Design Thinker (IBM)
- Foundations of UX Design (Google)

PORTFOLIO

- <https://www.behance.net/anandhurc>
- <https://medium.com/@anandhu.r.c>