Anuj Shukla

Product Designer | UX/UI Design, Design Systems, Accessibility, EdTech and HealthTech

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PROFESSIONAL SUMMARY

Product Designer with 4.5+ years of experience designing user-centered web and mobile products across EdTech, HealthTech/D2C and real estate. At MasteryPrep, I lead end-to-end UX for accessible test-prep tools (Read Aloud, Answer Masking, Strikethrough) across ACT, SAT and FLEOC courses. At Traya, my redesigns raised customer retention 14-17%, conversions 12% and post-purchase funnel progression 12-13%, supported by Tatva, a Material 3 design system I helped build. I combine user research, usability testing, A/B testing and behavior analytics with AI-assisted design workflows to ship measurable outcomes faster.

CORE SKILLS

- **Product Design:** Creative Design, User-Centric Design, Core UX Principles, UX Design, UI Design, Interaction Design, Wireframing, Prototyping, Responsive Design, Mobile App Design, Web Design, Visual Design, Branding and Visual Identity
- **Research and Validation:** User Research, User Interviews, Ethnographic Research, Competitive Analysis, Personas, User Stories, Usability Testing, A/B Testing, Behavior Analytics, Data-Driven Design
- **Systems and Strategy:** Design Systems, Material Design 3 (M3), Component Libraries, Information Architecture, User Flows, Design Thinking, Accessibility (WCAG), Product Strategy
- **AI-Driven Design:** Agentic AI Workflows, AI Agents, Building Skills for AI Agents, AI Guardrails, AI Output Validators, AI-Assisted Design Testing, AI-Powered Design Process, AI Prompting, AI Automation, Design Systems with AI
- **Delivery:** Design Handoff, Developer Collaboration, HTML and CSS, Design Documentation
- **Collaboration:** Cross-Functional Collaboration, Stakeholder Management, Product Managers and Engineers, End-to-End Product Ownership

PROFESSIONAL EXPERIENCE

Product Designer | MasteryPrep

Mar 2025 - Present

Louisiana, USA (Remote)

- Led end-to-end UX for QTI interaction tools, including Read Aloud, Answer Masking, Screen Masking and Strikethrough, improving accessibility and the test-taking experience for students.
- Designed modular, reusable UI components for ACT, SAT and FLEOC courses within a scalable side-navigation framework that adapts to each course's features.
- Building UI patterns and the design language for the student dashboard, applying accessibility and usability standards for diverse student groups.
- Built agentic AI workflows for the product design process, authoring custom skills for AI agents with guardrails and validators that check AI-generated output against design standards.
- Applied AI-assisted design testing to catch usability and consistency issues before handoff, speeding up design-to-development delivery.
- Created video walkthroughs and design documentation that streamlined communication across design, product and engineering.

UI/UX Designer | Traya

Mar 2023 - Feb 2025

Mumbai, India

- Increased customer retention by 14-17% by designing Book a Call, Diet Plan, Build a Habit and Digital Prescription, with the largest engagement gains in Diet and Build a Habit.
- Redesigned the home-screen Task feature, the entry point for ~90% of daily user actions, lifting post-purchase funnel progression by 12-13% and task click-through rate by 9-10%.
- Increased conversions by 12% through feature optimization driven by user interviews and Microsoft Clarity session analysis.
- Improved Book a Call efficiency by 11% and redesigned digital prescriptions to resolve 20% of user concerns, bringing users back to the app.
- Validated redesigns through usability testing; 90% of participants completed the primary task in under 10 seconds.

- Built and scaled Tatva, Traya's Material 3 design system, then used it to design the website and design system for Mool, Traya's gut-health brand, from ethnographic research to A/B testing.

UI/UX Designer (Freelance) | Anchor, Stealth Startup May 2022 - Apr 2023

New York, USA (Remote)

- Led the design of a premium real-estate website from scratch, covering user research, information architecture and design testing aligned with the founders' business goals.
- Built a comprehensive design system and partnered with developers to ship efficiently, contributing front-end code in HTML and CSS plus data-scraping support.

UI/UX Designer | Cupid Knot Oct 2021 - Jul 2022

Surat, India

- Owned the product's design end to end, improving UX to increase user engagement.
- Ran A/B testing and usability testing to validate design decisions and prioritize improvements.
- Worked with stakeholders to understand the market and translate it into feasible product solutions.

UI Designer Intern | Photoshooto Jul 2021 - Aug 2021

India

- Built UI components with managers and product teams; earned Intern of the Week and Intern of the Month, and produced graphic design for marketing.

FREELANCE AND SELECTED PROJECTS

- **CargoConnect, Logistics App (USA and Mexico):** Designed a complete logistics delivery app across three role-based panels (User, Operator, Carrier), mapping the end-to-end delivery process into a clean, uncluttered UI.
- **Wadhwa Event & Exhibits, Website and Brand (Pune, India):** Designed a modern, conversion-focused website and a cohesive visual identity for an events company.
- **Zebra Learn, Digital Library App (India):** Designed an eBook purchase and reading app that lets users buy, track and access financial-education content.
- **Groww Portfolio Tab, Concept:** Designed a unified portfolio dashboard for active and passive investors, consolidating holdings, gains and asset allocation in one view.
- **Delivered 4+ freelance projects** for clients in India and the US.

EDUCATION AND LEARNING

- **Bachelor of Engineering (B.E.), Information Technology** | Savitribai Phule Pune University | 2019 - 2023 | CGPA 8.22/10. Coursework included Human-Computer Interaction (HCI).
- **UX Design** | Google | 2022. User research methods, UX process and usability principles.

ACHIEVEMENTS

- Ranked in the top 3% of teams in India in Meta's Open AR (Augmented Reality) program.
- Earned Intern of the Week and Intern of the Month at Photoshooto.

TOOLS

- **Design and Prototyping:** Figma, FigJam, Adobe XD, Adobe Creative Suite, Wix Studio
- **AI and Code:** Claude, Claude Code, VS Code, Browser Developer Tools, HTML, CSS
- **3D and Motion:** Blender, Spline
- **Research and Analytics:** Microsoft Clarity (session recordings, heatmaps), A/B testing tools
- **Handoff and Collaboration:** Zeplin, Notion, ClickUp