

Anisha Mukherjee

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Experience Designer with an engineering background and 4+ years' experience collaborating with Product and Technology teams to craft data-informed, user-friendly products. Growth-driven and passionate about creating designs that are both functional and impactful.

WORK EXPERIENCE

UX Consultant and Analyst

July 2023 – Present (1 yr)

InsideSchools, Center for New York City Affairs, New York

- Redesigned UX by utilizing insights from mixed-method user research across 8 workshops to create user-centric Figma wireframes and increased Educational Guides & Reports monthly webpage views by ~25%
- Leveraged user insights from 400+ stakeholders to secure \$100K in grant funding, translating 6000+ data points into UX-driven programming strategies, enhancing overall user experience and organizational capacity

UX Designer

Feb 2020 – May 2022 (2 yrs 3 mos)

ClassKlap, Bangalore (start-up)

- Moderated qualitative user interviews with 11 school administrators and identified a new edge case; revamped the school resource planning webapp's workflow and navigation system, significantly increasing usability and service adoption
- Designed and prototyped a notification system in Figma for the student mobile app, collaborating closely with the CEO and Head of Product and increasing students' online exam attendance rate
- Developed a design language and mascots using Adobe Illustrator for the student mobile app, enhancing branding and user engagement
- Collaborated closely with Tech and Product Teams, including leading kick-off meetings, conducting quality assurance tests, and co-organizing agile design sprints and weekly learning sessions

Graphic Designer

Sept 2018 – Jan 2020 (1 yr 4 mos)

ClassKlap, Bangalore (start-up)

- Designed mathematics workbook series for grades 1-5 and characters using Adobe Illustrator and InDesign; 400+ copies printed, tested in pilot schools, and scaled
- Conceptualized and developed engaging educational board games based on game developer instructions

PROFESSIONAL DEVELOPMENT

Game Designer

June 2024

Games for Change 2024, New York

- Showcased "Vanishing Voices", a card game raising awareness about language loss

Emerging Talent Scholarship Recipient & Volunteer

June 2024

World Experience Summit 2024, New York

- Published 8 reports on speaker sessions from the conference

EDUCATION

Parsons School of Design, New York

2022 – 2024 (Merit Scholarship Recipient)

MFA Design and Technology

GPA: 3.98/4.00

R.V. College of Engineering, India

2013 – 2017

BTech Electronics and Communication

GPA: 8.28/10.00

SKILLS

Research

Qualitative
Quantitative
Heuristic Evaluation
UX Audit
JTBD Framework

Design

UX Design
UI Design
Wireframing
Prototyping
Motion Graphics
Illustration

TOOLS

Design

Figma
Adobe XD
Adobe Illustrator
Adobe InDesign
Adobe Photoshop

Motion

Adobe After Effects
Adobe Premiere Pro
Cinema 4D
Unity

Coding

Python
P5.js

Productivity

MS Office Suite