Anjali Shadija

Product Designer

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SUMMARY

Product Designer with 4+ years of experience designing AI-powered, enterprise, and consumer products. Combines interaction design, accessible UI, and systems thinking to simplify complex workflows and multi-step user journeys. Leverages AI coding tools (v0, Claude, Cursor) to rapidly prototype, test, and refine interaction patterns before development. Partners with Product and Engineering to translate user research, behavioral insights, and business requirements into intuitive experiences that improve adoption, efficiency, and conversion.

WORK EXPERIENCE

Foundever **Aug 2025 – Present**
Product Designer *Remote*

- Designed a next-best-action and compliance guidance checklist for an AI copilot giving customer support agents real-time wrap-up guidance, **growing active users from 55,000 to 120,000** within four weeks of launch.
- Researched agent workflows, mapped user flows, and redesigned wrap-up with defined interaction, error, and fallback states, **cutting average wrap-up time by 50%, from 5.1 to 2.5 minutes**.
- Built **component variants, states, tokens, and documentation** for the design system. Partnered with engineering to ship the feature and used agent survey feedback to refine error-state interactions.
- Leveraged v0 and Claude to rapidly generate and **test high-fidelity interaction models** within tight development sprints, resolving technical constraints prior to engineering handoff.

Paohaus **Aug 2025 – Nov 2025**
UX/UI Designer (Freelance) *Remote*

- Developed and extended multi-platform responsive booking libraries, optimizing touch targets and contrast to achieve strict **WCAG digital accessibility standards**.
- Transformed a map-centric coordination model into a highly scannable option list, which accelerated overall system booking **completions from 26% to 74%** within two months of launch.
- Deployed targeted behavioral test variations in cross-functional planning cycles, articulating trade-offs and design constraints to align stakeholders at Lucid Hearing.

Arbor Day Foundation **Jun 2024 – Aug 2024**
UX/UI Design Intern *Lincoln, NE*

- Built a **high-fidelity conversational product discovery prototype** using automated AI agents, examining guided configuration patterns to turn logic into human-centric recommendations.
- Evaluated 1.1M user interaction touchpoints to completely restructure product information hierarchy, producing a **12% lift in checkout conversion** and an operational 48% reduction in pre-purcahse support contacts.
- Collaborated directly with Product Managers and engineers to balance visual craft with release timelines, analyzing implementation trade-offs early in the prototyping phase.

Ernst & Young (EY) **Mar 2022 – Jun 2023**
UX/UI Designer *Pune, India*

- Designed Mahindra Finance's Android credit-lending app onboarding experience, using field research to define information architecture, guided flows, and high-fidelity UI for tasks previously fragmented across 6+ tools. **Aligned stakeholders on a primary application path covering 80% of cases, while retaining manual fallbacks for exceptions.**
- Established a **centralized product design system featuring 40+ atomic components** across three distinct lines of business, standardizing usage metrics to optimize cross-team implementation and handoff efficiency.
- **Minimized cart drop-off by 23% for MMTC-PAMP** through journey mapping, user interviews, visual hierarchy corrections, and transparent pricing structures that clarified the transaction framework.
- Ensured design quality and consistency across digital products by conducting design QA reviews for visual accuracy, interaction behavior, and accessibility, collaborating with engineers to resolve implementation gaps.

PayRup **Aug 2021 – Feb 2022**

Product Designer *Pune, India*

- Analyzed workflow drop-off analytics to redesign utility payment paths, launching an optimized model that **elevated successful transaction pipelines by 11%**.

EDUCATION

University of Colorado Boulder **Aug 2023 – May 2025**

Master of Science in Creative Technology & Design (Focus: Human-Computer Interaction) *Boulder, CO*

University of Pune **Aug 2014 – May 2019**

Bachelor in Architecture *Pune, India*

SKILLS

- **Design:** End-to-End Product Design, User Flows, Information Architecture, Design System (Component Libraries, Design Tokens & Variables), Human-AI Interaction Design, Interaction Patterns, Animation, Accessibility (WCAG), Prototyping
- **Research:** Behavioral Analytics, Funnel Analysis, Contextual Inquiry, A/B Testing, Journey Mapping, Research Synthesis, Usability testing
- **Tools:** Figma, Figma Make, v0, Claude, Framer, ProtoPie, Rive, Jira, Zeplin, Adobe Creative Suite (After Effects, Photoshop)