

# Anjani Varma

Sr UX Designer & Researcher | Design Lead | Hyderabad, India  
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## Professional Summary

User Experience Designer and Researcher with 7+ years of global experience leading UX strategy and execution for clients such as Cognizant, Fiberlink MaaS360 (IBM), Smart Bike, and American Express. I have shaped the design direction for startups— Agiledge and Compliance Group—overseeing the creation of their first product experiences and building scalable design pipelines. My expertise spans the full UX lifecycle, from strategy and research to wireframing, prototyping, and usability testing. With a strong foundation in human behaviour and quantitative research, I specialise in delivering human-centered, impactful digital products that solve meaningful problems.

I thrive in cross-functional teams, collaborating with senior leadership to drive business and user outcomes. Here is more on how I can bring value to your teams.

## PORTFOLIO

[www.anjanivarma.com](http://www.anjanivarma.com)

## STRATEGIC BRIEF

<https://tinyurl.com/53ar46fv>

## LEARNINGS & CERTIFICATIONS 2025

[Microsoft Enterprise Product Management](#)

[UX Design in Practice: Accessibility and Collaboration](#)

[Google start writing prompts like a pro](#)

[AR/VR/MR/XR: Technologies, Applications & Issues](#)

## DOMAIN & WORK EXPERIENCE

### [Compliance Group](#)

UX Design Lead | Jan 2019 – Sep 2020

SaaS | B2B | Lifesciences | Quality Assurance Workflows and analytics

Led end-to-end UX for new product launches, defining design strategy and guiding a team of 3 designers. Established scalable design processes and validated workflows through usability studies. Collaborated with stakeholders to align creative vision with business goals and deliver seamless user experiences.

### [Cognizant](#)

Senior UX Designer | Feb 2013 – Jul 2017

Multiple projects - Banking | Healthcare | Insurance | Digital Asset Management | No code platform

Developed user-centered interfaces for enterprise clients in finance, healthcare, Digital Asset management and mobility. Created prototypes, conducted workshops, Moderated usability testing sessions that involved end users, produced comprehensive project documentation. Led a team of 4 designers. Mentored junior designers. Contributed to the establishment of design systems.

### Fiberlink MaaS360 (IBM)

UX Design Intern | May 2012 – Oct 2012

SaaS | B2C | BYOD monitoring

Designed customer facing self-service portal. Contributed to increasing trust in BYOD systems by designing intuitive security features, communicating data protection transparently, and empowering users with control and autonomy.

### Agiledge

UX Designer | Nov 2012 – Feb 2013

SaaS | B2B | B2C | Mobility

Led the digitisation of employee transportation from manual & excel based to automated processes for endpoint management solutions with 60% reduction in trip planning time.

### Cognizant

Designer | Sep 2008 - May 2010

B2C | B2B

Crafting compelling content and design solutions that elevate brands across industries

### Caring for young Family

Learnings | Oct 2020 - June 2025 | 5 years

Learning with Design for Change community | Engaged in ongoing AI skills development and exploration

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## EDUCATION

NID - National Institute of Design

### **Master Degree in - Information & Interface Design**

Covering User centric design, User Research, System Design, Human Computer interaction, Intersection of psychology and data interpretation, Prototyping and presentation, Pitching design

Bangalore , India | 2010 – 2012

Loyola

### **Bachelors degree in Visual Communication**

Media studies, Intersection of psychology and Media, Typography, Visual design.

Vijayawada , India | 2005 – 2008

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## AWARDS & ACCOLADES

- Praised “You have Hit the ball out of the park” for my role as Moderator for ideation sessions facilitating collaborative problem-solving with stakeholders from FDA, Compliance group, 2020
  - Project Delivery Excellence, Cognizant Mobile CoE, 2013-2014
  - Associate of the Quarter, Cognizant, 2015
  - Design POC, TEDx NID Bangalore, 2011
  - “Information is Beautiful” Awards, Napkin Sketches, 2012
  - Design POC for TEDx NID Bangalore
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## CORE SKILLS

User Research

Market Research & Competitive Analysis

Moderating Ideation sessions

Information Architecture

Wire-framing & Prototyping

Heuristic evaluation& Eye-Tracking Studies

Usability Testing and QA for design

Designing for Accessibility

Design Systems

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## RESEARCH METHODS

Mixed method approach - Market research | Observational studies | Interviews | Surveys | User Testing | Post-Launch Feedback Tracking and Analysis

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## PROTOTYPING TOOLS

Figma & Figjam | Lovable | Motiff | Adobe XD | InVision | Basic understanding of HTML & CSS

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## HOLISTIC DESIGN MODERATION & PRESENTATION TOOLS

Figma | Miro | Canva | Adobe Express | Photoshop | Illustrator | Powerpoint

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## RESEARCH TOOLS

Dovetail - (for Qualitative data - Audio video recordings tagging and analysis )

Maze (for Moderated or un-moderated testing of prototypes with users)

Power BI, Flourish , Tablue - Data analysis and visualisation

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## PROJECT MANAGEMENT

Jira, Asana, Microsoft Enterprise Product Management tools

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## LANGUAGES

English, Hindi, Telugu

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