ANJANI VARMA KALIDINDI

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Hyderabad, India

User Experience Designer with 6+ years of global experience partnering with clients such as Cognizant's Mobile Center of excellence, Fiberlink MaaS 360, Smart Bike, American Express. I've helped launch multiple startups-including Agiledge and Compliance Group by designing their first product screens and establishing scalable product pipelines. My expertise spans the entire UX lifecycle: strategy, user research, wireframing, design, and usability testing.

Driven by aesthetics and empathy, I specialize in building human-centered products that solve meaningful problems. My background includes human behavioral and quantitative research, as well as evaluating designs through usability and eye-tracking studies. I thrive in cross-functional teams and have collaborated with senior leadership to deliver customer-focused, beautiful digital experiences.



June 2019 - July 2020

UX design lead

- · Designed new Quality Management System, Conceptualized and delivered the platform for Systems management,
- Fostered a holistic design process. Developed UX strategies
- · Created narratives aligning creative vision with business goals.
- · Successfully navigated challenges, with the client commending the process as "hitting the ball out of the park," underscoring my ability to deliver outstanding results and exceed expectations.
- · Overseen a multidisciplinary approach that integrates branding, marketing, research, interaction design, and usability testing.
- Guiding a team of 3 to create cohesive brand experiences and drive marketing strategies.
- Lead Merchant & Customer experience stream products to accelerate product conceptualization, design
- · Validated workflows and products through Usability studies

Cognizant

Sep 2013 - July 2017

Senior UX designer

American Express, Asset SERV, Smart Bike, Meddata, Cognizant COE

- User-Centered Design: Developed intuitive interfaces and user journeys for complex systems across various industries, including finance (American Express, Asset SERV) and healthcare (Meddata), ensuring alignment with user needs and business goals.
- · Prototyping and Testing: Created prototypes and conducted usability testing to refine designs, enhance user engagement, and streamline workflows for both consumers and professionals in platforms like Smart Bike and Cognizant COE.
- Documentation and Analysis: Produced comprehensive documentation including proof of concepts, use case analyses, and breakdowns of project requirements, while providing timeline estimates to guide development processes.
- · Collaboration and Mentorship: Worked closely with cross-functional teams to establish design systems while providing mentorship to enhance UX capabilities within organizations like Cognizant COE.

Agiledge

UX designer

Nov 2012 - Feb 2013

Startup, From manual process to Automation

- Played a significant role in simplifying Corporate Employee Transport Automation by streamlining complex scheduling processes and providing real-time updates through an intuitive interface.
- Maintaining user trust to deliver a seamless experience.
- · Focused on integrating multiple systems, ensuring accessibility,

Fiberlink MaaS 360 IBM acquired

May 2012 - Oct 2012

UX design Intern

End point Management solutions, MDM, Self Service portal, BYOD, Push Notifications

- · As an intern, I worked on providing a employee Self service portal which provided a holistic view of security vulnerabilities, opportunities for improvement and information related to out-ofcompliance devices.
- Developed intuitive interfaces and user journeys, Created prototypes and conducted usability testing to refine designs to enhance user engagement.





UX SKILLS	DESIGN TOOLS	PERSONAL SKILLS	PGDPD, NID, Bangalore Information & Interface Design 2010 - 2012
Design & UX Strategy	Figma	Leadership	
Product Vision & Strategy	Adobe Express	Communication	P.So. Lovela Vijavowada
User Research	Canva Al	Adaptability	B.Sc., Loyola, Vijayawada Visual Communication 2005 - 2008
Persona Creation	Adobe XD	Initiative	
Task Flows	Sketch	Co-Operative	LANGUAGES
Sketching & Storyboarding	Photoshop	Problem Solving	
Information Architecture	Illustator	Agility	Telugu
Wireframing	Invision		English
Interface Design	Balsamiq	SDLC METH & TOOLS	Hindi
Prototyping		Agile	
Usability Testing		Jira	() REFRESHING KNOWEDGE
Heuristic Evaluation		Asana	Design for Change Community 2025

oxtimes positions of responsibility

AWARDS AND ACCOLADES

UX Design Lead

Accessibility

Design Systems

Jan 2019 - Sep 2020, Compliance group

Team Lead

UX Design Feb 2020 - july 2020, Compliance group

UX Training Lead

March 2015 - May 2016 Onboarding and Training, Project Guidance, Skill Development, Performance Feedback

Senior Associate UX Design

Cognizant, Pitching, Use Case Analysis, Proof of Concept (POC), Timeline Proposals, Timeline Estimates.

Associate UX Designe

Mobile CoE - Cognizant 2014, India

Associate of the Quarter

Cognizant, Content & Design team, 2015

Exemplary performance in project delivery

Cognizant - Mobile Center Of Excellence, Project - OMS, 2013-2014

TEDx NID Bangalore, 2012 - Design POC

Event Branding & Identity, Graphics for print & social media, Signage, Merchandise

Dreamin by iDiom design - Bangalore

Ethnography study, spans across India. Aims to realize entrepreneurial ideas and new business opportunities

Information is beautiful awards, Napkin sketches 2012

Data set: Which Hollywood films really made the most money? Visualize 7 years of data

Volunteer Hyderabad International Film Festival 2007 organizing and coordinating event schedules, ensuring a

seamless experience

Certificate of Merit for Outstanding Achievements in **Intercollegiate Drawing Competitions**

Dept: Visual Communication, Loyola college, Vijayawada.



Gardening

HOBBIES





Music





Throwball

Illustrations