



Anjani Varma

Sr UX Designer & Researcher

Portfolio <https://www.anjanivarma.in/>

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About Me

User Experience Designer & Researcher with 7+ years of global experience shaping UX strategy and execution for clients including Cognizant, IBM Fiberlink MaaS360, Smart Bike, and American Express. I've led design direction for startups like Agiledge and Compliance Group, building their first product experiences and scalable pipelines. My expertise spans the full UX lifecycle — strategy, research, prototyping, and usability testing — grounded in human behavior and quantitative research. I deliver human-centered digital products that solve meaningful problems and thrive in cross-functional teams, partnering with leadership to drive business and user outcomes.

Education

- Master's in Information & Interface Design**
National Institute of Design
2010 - 2012
- Bachelor's degree in Visual Communication**
Loyola | Vijayawada
2005 - 2008

Tools

- Prototyping - Figma, Lovable
- Visual design - Photoshop, Illustrator
- Marketing - Adobe Express

Skills

- Wire framing
- Interactive Prototyping
- Information Architecture
- Crafting unified experiences across web and mobile
- User Personas & Customer journey mapping
- Ideation & brainstorming
- Storytelling & Presentation
- Design Systems & Accessibility
- Usability Testing
- Heuristic evaluation
- User Research & Analysis

Experience

- UX Design Lead**
Compliance Group
2019 - 2020
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
- Senior UX Designer**
Cognizant
2013 - 2018
Developed user centered interfaces for enterprise clients in finance, healthcare, DAM, Mobility and no-code platforms. Created prototypes, conducted workshops, Moderated usability testing sessions that involved end users. Lead and mentored a team of 4 designers.
- UX Consultant**
Agiledge
2012- 2013
Led the digitizing of employee transportation from manual to automated processes for endpoint management solutions with 60% reduction in trip planning time.
- UX Design Intern**
Fiberlink MaaS360 (IBM)
2012- 2012
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.

References from work

Chakravarthy Uddaraju

Compliance Group

Now CEO Dhan.ai

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Email: chakri@dhan.ai

Ambaprasad Gudipati

Cognizant / Chief Tech Architect

LinkedIn: <https://www.linkedin.com/in/ambaprasadgudipati/>

Work history and project experience

7+ years of experience working with global teams.

Jan 2019 – Sep 2020

Compliance Group

UX Design Lead | Jan 2019 – Sep 2020

SaaS | B2B | Lifesciences | Quality Assurance Workflows and analytics

Project 1 : "IQuality" Quality assurance platform for life sciences for FDA compliance & EU

Role : - UX design specializing in assessing navigation clarity through research, alignment with industry process expectations and AI-driven readiness planning

As a UX researcher during the product pre-launch, I conducted **deep domain immersion** and **observational study** through site visits to pharma manufacturing units to observe CAPA workflows and understand work environment and constraints in high-compliance settings. I led stakeholder interviews across quality, compliance, and operations teams to surface behavioral friction around change control, audit prep, and documentation traceability. Using journey mapping, visualized pain points and engagement gaps. **Conducted market research for competitive benchmarking helped position our product against leading QMS platforms. As part of design analyzed fragmented workflows in existing applications and translated regulatory logic into modular, user-centered flows.**

Through **multiple cycles of in-house testing, validated key features like ticket progress tracking and dependency visualization, assessing navigation clarity, iconography relevance, and alignment with industry expectations.** The product included AI-driven readiness planning that analyzed historical quality events to forecast audit triggers and backlog trends.

Insights were synthesized into actionable design briefs and where ever needed communicated through visual storytelling to guide cross-functional alignment. As a UX designer, worked with domain experts to surface role-relevant data, designing contextual views that helped users interpret risk, prioritize tasks, and prepare confidently for future audits.

Alongside research and design , I led a small design team, overseeing branding, marketing, and web assets to ensure industry alignment. This holistic ownership allowed me to approach product success as a whole—bridging strategic UX, visual storytelling, and operational execution. By managing design tasks through Jira, driving team ownership, and aligning branding and presentation assets, I ensured the system was not only compliant and confidently usable but also positioned and promoted to market with clarity and credibility.

Holistic ownership of design - pre-launch

1. Conducted Qualitative user Research : User journey mapping, visualized pain points and engagement gaps.
 2. Competitive benchmarking
 3. Information architecture and Interaction design
 4. Interactive Prototypes for initial testing with sample users
 5. Managing design tasks through jira
 6. Branding and visual storytelling of the product for better reach
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Cognizant

Senior UX Designer | Feb 2013 – Jul 2017

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

Project 1 : American Express small business credit card onboarding workflows


Role : - UX design specializing in onboarding workflows, with a focus on accessible experiences and adaptable design across multiple languages.

Customer onboarding flow for credit card selection - Designed for the upgrade of small business credit card onboarding workflows to a responsive design, improving accessibility and engagement across devices. As part of this initiative, conducted A/B testing. Design B demonstrated an **11%** increase in task completion compared to Design A, validating improvements in layout clarity and decision support. This uplift directly contributed to higher engagement in the early stages of the registration process.


Following this, I worked a focused effort on form field optimization. The original forms were lengthy and dense—burdened by legal agreements and redundant and recurring fields that often caused users to drop off midway due to extended task completion time. The redesigned form introduced clearer input field representation, auto-filled mandatory but repetitive data, and a responsive layout that adapted seamlessly across devices. The new design was also flexible enough to support multilingual representation, enhancing accessibility for diverse user segments.


Design success

Pre- launch design testing

 Conducted A/B testing. Design B demonstrated an **11%** increase in task completion compared to Design A, validating improvements in layout clarity and decision support.

Post-launch metrics showed

 **30%** increase in user-driven form completion

 **15%** reduction in customer support calls

demonstrating improved usability, reduced friction, and operational efficiency.

Product 2 : No Code App builder product for Cognizant Mobile Center of Excellence

Role : UX Research & Design. Designing for DX (Developer Experiences)





Led end-to-end UX for a Pre-Launch design of the application. Conducted observational studies, usability testing (moderated & unmoderated) and task-defined flows to uncover user assumptions, UI discoverability gaps, and friction in layout creation and logic-building steps. Created high-fidelity prototypes refined through stakeholder input and best-in-market references, improving prototype-to-build alignment.

Organized hackathon with 5 teams participating making a total of 20-participants. Simulate real-world use cases and surface design inefficiencies— the findings leading to a 50% increase in task completion clarity. Emphasised the learning curve and need to support learning with supportive content and microinteractions within the product.

Advocated for unified layout standards across iOS and Android, identifying 15 reusable screen templates covering 70% of use cases. Design iteration improved task completion from 40% to 65% Observed average build time. Defined time taken for completion as a success metric. Few of the taskflows showed an impressive reduction in time. Our task based user testing and observational studies helped improve icon recognition accuracy by 30%. Onboarding content and microinteractions accelerated time-to-first-success by 35%, reduced support queries by 30%, and saw 40% increase in engagement with publish options.

Design success

Average build time improved at every step

-  Onboarding content and microinteractions accelerated time-to-first-success by 35%,
Reduced support queries by 30%.
-  Observed 40% increase in engagement with publish option.
-  Task completion improved from 40% to 65%.
-  observational studies helped improve icon recognition accuracy by 30%



Awarded Cognizant's Best UX Designer of the Year ✨

for demonstrating end-to-end ownership across user experience, design planning, and team leadership—driving clarity, standards, and scalable impact. Led a design team of 2 UX designers, 1 visual designer, 1 e-learning designer, and 1 content writer.

REFERENCES

[Ambaprasad Gudipati](#)

Chief Technology Architect

Now VP - DBS Bank

Worked together for Cognizant Mobile center of excellence

Project 3 : assetSERV a Digital Asset management platform



Role : Design System Advocacy for Enterprise Scale Digital Asset Management (DAM) Platform

Contributed to the UX strategy for a Digital Asset Management platform during its onboarding of one of the world's largest beverage companies. I joined the product team when they were facing significant delays in feature implementation and usability testing due to the absence of a unified design system—leading to inconsistent layout execution and varied design interpretations across development teams. As the platform quickly scaled to accommodate complex, multi-step organizational workflows, design inconsistencies began consuming valuable time that could have been used for feature validation.

Advocated for and co-established a centralized design system to streamline UI standards, reduce ambiguity, and accelerate alignment across teams. Post-launch, the system improved consistency across product functionalities, shortened design testing cycles, and elevated overall user experience. Architected a multi-layered information hierarchy for a complex data platform.

Measured Impact after implementing design

Tangible Impact observed with our first onboarded enterprise client - Coca-Cola

-  The initiative led to a 50% reduction in correction time and boosted cross-functional productivity.
-  Post implementation reviews reflected a 10% increase in positive experience impact.

Agiledge

UX Designer | Nov 2012 – Feb 2013

SaaS | B2B | B2C | Mobility

Project 1: Digitizing Employee Transport with Modular, Safety-First UX






Role : Design System Advocacy for Enterprise Scale Digital Asset Management (DAM) Platform

Led the UX design for Agiledge's employee transport platform, replacing fragmented, spreadsheet-based tracking with a modular system focused on safety, transparency, and operational efficiency. My process began with immersive stakeholder interviews—HR teams, transport managers, and drivers—to surface core pain points: night shift safety gaps, opaque driver tariffs, inefficient routing, and manual coordination overload.

Using these insights, I mapped end-to-end workflows and designed role-based dashboards featuring automated check-ins, real-time vehicle tracking, and transparent billing. The startup's smarter route suggestion algorithm was complemented with a UX design that brought in clarity, self service, and role based data needs for efficiency.

Design success

Post launch tangible Impact observed with our first onboarded enterprise client

-  30% reduction in support calls through automated coordination
-  25% improvement in route efficiency via optimized routing logic
-  40% drop in billing disputes with clear tariff mapping and trip logs
-  75% reduction in trip summary reporting time
-  60% reduction in trip planning time through intuitive scheduling flows

Fiberlink MaaS360 (IBM)

UX Design Intern | May 2012 – Oct 2012




SaaS | B2C | BYOD monitoring

Project 1 : Designing for self-service of approved apps in BYOD setup

Role : Design of self service portal concept as part of internship

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. Experience mapping of the product using findings from user interviews and surveys. New designs interactive prototypes were tested with a sample set of inhouse users who are also actual users of the old product. With the redesigned interactive prototypes the observational study showed a 40% increase in discoverability of role based permissions. Approved apps work flow showed 60% improvement in understanding and self updating by users. Mobile users showed more success with understanding push notifications and available apps compared to desktop users.

Design Success**Testing with Interactive prototypes**

-  Observational study showed a 40% increase in discoverability of role based permissions.
-  Approved apps work flow showed 60% improvement in understanding and self updating by users.
-  Mobile users showed more success with understanding push notifications and available apps compared to desktop users.

Cognizant

Visual Designer | Sep 2008 - May 2010

B2C | B2B applications

Crafted compelling content and visual design solutions that elevated brands across industries. In the process, I was introduced to the world of UX and developed a deep passion for human-centric design. To further strengthen my skills, I pursued a post-graduation in Information and Interface Design, where I honed my ability to create accessible, adaptable experiences that bridge creativity with usability.

Career Break & Certifications in 2025

Oct 2020 - April 2026 | 5.5 years

1. [Microsoft Enterprise Product Management](#)
2. [UX Design in Practice: Accessibility and Collaboration](#)
3. [Google start writing prompts like a pro](#)
4. [AR/VR/MR/XR: Technologies, Applications & Issues](#)
5. Learning with Design for Change community
6. Engaged in ongoing AI skills development and exploration
7. Enthusiastic learner and explorer of evolving platforms like Ai and XR

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

AWARDS & ACCOLADES

1. 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
2. Project Delivery Excellence, Cognizant Mobile CoE, 2013-2014
3. Associate of the Quarter, Cognizant, 2015
4. Design POC, TEDx NID Bangalore, 2011
5. “Information is Beautiful” Awards, Napkin Sketches, 2012
6. Design POC for TEDx NID Bangalore

CORE SKILLS

1. User Research
2. Market Research & Competitive Analysis
3. Moderating Ideation sessions
4. Information Architecture
5. Wire-framing & Prototyping
6. Heuristic evaluation& Eye-Tracking Studies
7. Usability Testing and QA for design
8. Designing for Accessibility
9. Design Systems
10. Designed cross platform- Responsive design

RESEARCH METHODS

1. Mixed method approach
2. Market research
3. Observational studies
4. Interviews
5. Surveys
6. User Testing
7. Post-Launch Feedback Tracking and Analysis

TOOLS SUPPORTING RESEARCH

1. Dovetail - (for Qualitative data - Audio video recordings tagging and analysis)
2. Maze (for Moderated or un-moderated testing of prototypes with users)
3. Power BI, Flourish , Tablue - Data analysis and visualisation

4. Google forms, other survey options
 5. AI assistants - for market research, planning questionnaires,
 6. Figjam & Miro - Materials for design session moderation
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PROTOTYPING TOOLS

1. Figma & Fig-jam
 2. Lovable
 3. Motiff
 4. Adobe XD
 5. InVision
 6. Basic understanding of HTML & CSS
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HOLISTIC DESIGN APPROACH - DESIGN MODERATION & PRESENTATION TOOLS

1. Figjam
 2. Miro
 3. Canva
 4. Adobe Express
 5. Photoshop
 6. Illustrator
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PROJECT MANAGEMENT TOOLS

1. Jira
2. Asana
3. Microsoft Enterprise Product Management tools