

Anubha Rastogi

UI/UX Designer

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U.S. Work Authorization (H-4 EAD) No Visa Sponsorship Required

Research-led UX/UI and Product Designer with an MBA background and experience transforming complex information into clear, intuitive digital experiences. Skilled in user research, information architecture, journey mapping, responsive interface design, and interactive prototyping. Uses AI-assisted workflows to accelerate research synthesis and design exploration while keeping user needs and design judgment at the center.

Core skills: User Research · Research Synthesis · Information Architecture · Journey Mapping · Responsive UX/UI Design · Rapid Prototyping · Usability Testing · Visual Storytelling

UX & PRODUCT DESIGN EXPERIENCE

CareerFlow360, College & Career Planning Platform

Independent Product Designer & UX Researcher | [View case study](#)

Nov 2025 – July 2026

Independent, research-led product initiative designed to simplify fragmented college and career planning for students and parents.

- Executed end-to-end user research by conducting 26 qualitative user interviews with parents and students to uncover critical friction points, mapping key themes including information overload and deadline anxieties.
- Developed data-driven user personas, empathy maps, and multi-persona user journey maps to align digital product strategy with diverse user needs.
- Leveraged GenAI tools (Claude, ChatGPT, Gemini) to accelerate qualitative data synthesis, affinity mapping, and thematic analysis by 40%.
- Formulated comprehensive information architecture, task models, and structured user flows to eliminate friction points during the initial user onboarding phase.
- Architected low-fidelity wireframes and built complex high-fidelity interactive prototypes in Figma, establishing a scalable UI component library.
- Conducted iterative usability testing and cognitive walkthroughs utilizing Figma AI and Lovable prototypes, validating layout navigation clarity and reducing user drop-off risks.

VitaCare – Responsive Telehealth Dashboard

Independent UX/UI Designer / Micro-Project / 2026 / [View case study](#)

- Redesigned an employer-sponsored telehealth dashboard across desktop and mobile to make virtual care clearer, more proactive, and more human.
 - Surfaced appointments, on-demand care, plain-language health insights, medication reminders, and provider context within one prioritized experience.
 - Created responsive high-fidelity interfaces and an interactive mobile prototype using Figma
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PROFESSIONAL EXPERIENCE

Full Time Parenting

May 2010 – Nov 2025

Dedicated this chapter to full-time parenting, managing our home, and academics plus extracurriculars of my kids. This invaluable time deepened my empathy, active listening, and problem-solving skills; qualities that fundamentally drive my human-centered approach to UX design.

Ernst & Young (EY)

Financial Analyst

Jan 2010 – Apr 2010

Synthesized and audited corporate financial statements and compliance documentation, ensuring absolute regulatory precision and alignment with data-validation standards. Analyzed client workflows and transaction data records to uncover discrepancies, translating raw quantitative details into structured, actionable risk reports for senior stakeholders.

Jindal Steel Ltd

Management Trainee, Costing Department

Feb 2007 – May 2007

Formulated and calculated marginal costing matrices for multiple product inventories based on distinct width and thickness engineering specifications, streamlining financial data architecture. Conducted comprehensive financial ratio analyses spanning three consecutive fiscal years to evaluate corporate asset performance and deliver strategic health insights to leadership.

HDFC Bank

Summer Corporate Intern

May 2006 – June 2006

Evaluated transaction and processing cost structures across Mobile Banking and RTGS architectures utilizing Activity-Based Costing (ABC) principles to isolate variable vs. fixed steps. Engineered comprehensive service process-flow diagrams via time-motion and average-volume metrics to identify systemic operational bottlenecks and map optimal customer profitability journeys.

SKILLS

- UX Research: User Interviews, Surveys, Card Sorting, Affinity Mapping, Persona Development, Multi-Persona Journey Mapping, Competitive Analysis.
 - Interaction Design: Wireframing (Low/Mid-Fidelity), Prototyping, Information Architecture, Task Flows, User Interface (UI) Design, Typography, Visual Systems, Design Tokens, Accessibility (WCAG 2.1 Compliance).
 - AI-Augmented Design & Tools: Figma, FigJam, Figma AI, Lovable, Boords, Chat GPT, Claude.
 - Software & Platforms: Google Forms, Canva.
 - Core Competencies: Analytical Problem Solving, Process Mapping, Storytelling, Presentation Skills, Agile Methodologies.
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EDUCATION

Masters in business administration (Finance & Marketing)

ITM Business School, Mumbai

Bachelors in commerce (Honors)

Patna University

CERTIFICATIONS & LEARNING

- IBM Enterprise Design Thinking Practitioner (2025)
- Figma UI/UX Design Essentials – Daniel Walter Scott (Udemy)

EXTRA-CURRICULARS & PERSONAL TRAITS

- Expressive presenter and natural collaborator with a real love for the performing arts, including solo and group stage dancing and local theater; comfortable under pressure and skilled at using visual storytelling to bring complex ideas to life.
- Proactive, organized, and deeply empathetic; qualities critical for human-centered design.
- Passionate about technology that supports families, education, and inclusive design.