

ANJULI DESAI

SENIOR PRODUCT DESIGNER

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PROFILE

Hello 🖐️

I'm a Product Designer with over 6 years of experience in website, mobile, and native apps. I specialise in visual and interface design, user experience, interaction, and prototyping. I enjoy solving complex problems with simple, elegant, and easy to use solutions.

When I'm not designing, you can find me illustrating, reading, or exploring the great outdoors.

Skills 🖋️

I collaborate with designers, engineers, researchers, and product owners to deliver everything from large-scale features to small UI interactions.

Key to my work is a deep understanding of the customer and market, through qualitative and quantitative research and data across every phase of the design process.

Software I'm familiar with:

- Figma & Sketch
- Marvel & Invision
- Jira
- Miro
- UserTesting
- Usability Hub
- Photoshop & Illustrator
- Procreate

WORK EXPERIENCE

Bumble

Sept 2021 – Present

Senior Product Designer

Fascinated by the world of online dating, I joined the Badoo design team at Bumble to work on the native iOS and Android apps on the Discover team. I lead the design of innovative, end-to-end features that help people find and connect with each other in an honest, safe and fun way.

So far, I've worked on big and small projects, everything from an interest redesign to an entire new vision and experience of the Nearby tab.

Trainline

Aug 2019 – Aug 2021

Product Designer

My love of train travel led me to Trainline to design for the native iOS and Android apps, across the UK and international markets. During my time there, I led the end-to-end design of two major projects: a Seatmaps feature and the redesign of the My Tickets tab to help drive conversion and revenue.

I worked closely with researchers, product owners and engineers to ideate, understand, and deliver these features in the Agile framework.

WorldRemit

Nov 2017 – Aug 2019

Senior Product Designer

I joined WorldRemit to elevate the visual design of a product already helping millions of users send money home. I worked on the Acquisition feature team, where I designed cross-platform solutions to improve user experience and increase conversion.

I also led the design of the company rebrand, launched in 2019, and led the implementation of the new brand into the Product across multiple feature teams.

Volusion

Jan 2017 – Nov 2017

Visual Designer

Material Commerce

Feb 2016 – Jan 2017

Visual Designer