

ANUJA THANAWALA

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▲ Bio

I am a Lead Interaction Designer crafting engaging experiences for various domains & enterprise services. My work is an interdisciplinary exploration to understand the interconnectedness of various elements. I strive to create positive outcomes that are humane, functional and inclusive. My approach is to create an atmosphere of mutual trust & respect among all the stakeholders involved and be driven by collaboration over competition. My multi-facetted background coupled with a creative & analytical mindset allows me to explore new possibilities across mediums. I seek opportunities to work with diverse people to solve complex problems & design systems.

▲ Work Experience

ValueLabs LLP

Hyderabad, India

Lead Interaction Designer

Apr 2022 - Present

Sr. Interaction Designer 3

Oct 2021 - Mar 2022

Sr. Interaction Designer 2

Apr 2021 - Sep 2021

Sr. Interaction Designer 1

Oct 2020 - Mar 2021

Sr. Interaction Designer

Sep 2019 - Sep 2020

Worked in **fast-paced environments** and led the design efforts for several **B2B & B2C apps**. Range of domains include: Multi-Level Marketing, Security Alarm Monitoring, Insurance, Manufacturing, Education, Food and Photo Printing.

Collaborated with clients, business, project managers, UI designers and technology teams to **envision, create and deliver user-friendly and intuitive product experiences that make business sense**.

Solved design challenges by driving and administering excellence in multiple aspects of UX including user research, interaction design, usability testing and UI Design support for various projects. Created and reviewed artefacts such as user journeys, task flows, service blueprints, wireframes and click-through interactive prototypes. Proven track record of delivering high-quality designs.

Cultivated **positive relationships with the clients** by collaborating and assisting on road-maps; **maintaining transparency and confidentiality**.

Design Inspire (DI) Platform - **Co-created the roadmap, strategy and charted the vision & mission**. Helped **expand it to new channels and segments**. Planned, managed & organised the Talks, Conference & Designathon in 2020 & 2021.

Client Engagement - Planned, managed & set up a travelling exhibition named The Flywheel, to **demonstrate the value of design to ValueLabs's clients** at the annual client focused event, INSPIRE 2019 in Las Vegas, USA and London, UK.

POCs and Client Pitches - Generating ideas for ongoing client projects & POCs showcasing the capabilities to prospects by presenting relevant case studies.

Team Culture & Performance - Crafting processes, methodologies, & systems to help build a team culture, streamline their work and improve effectiveness.

Hiring & Mentoring - Conducting various stages of interviews & **improving the hiring and onboarding experience**. Guiding **junior designers, trainees & interns**.

Recognition - **Received appreciations for my creative & impactful work**. Named the "Star of the Quarter" in Jul '21 and Sep '20, for going beyond my role.

ValueLabs LLP

Hyderabad, India

Design Intern

(Graduation Project)

Dec 2018 - Aug 2019

Designing for solitude in a hyper-connected world

The **project brief** was to **design solutions to help improve employee productivity** at the ValueLabs Head Office in Hyderabad.

Followed an iterative design process to understand the problem, research, ideate, conceptualise and propose relevant solutions. The **final output** was a **full-scale focus pod** for individual work. It combined the Pomodoro technique in a **physical space**, and was tested with actual users on-site.

ArtCafe

Hyderabad, India

May 2017 - Jun 2017

Worked as a summer intern to design Jewellery collections inspired by the artworks of Indian artists. Produced **two collections of statement silver jewellery** and incorporated artworks in it using sublimation printing technique. Designed office stationery sets inspired by local crafts of Telangana.

△ Education

Master of Design in Lifestyle Accessory Design

2016 - 2018 | National Institute of Design, Gandhinagar, India

Bachelor of Engineering in Mechanical Engineering

2010 - 2014 | Pune University - D.Y. Patil College of Engineering, India

△ Teaching Experience

Design Inspire Apprentice Program 2022 | Jun 2022 - Present

Facilitating and guiding the Apprentices of the Interaction Design course on the theme 'Designing for E-commerce'.

Open Elective 2022, National Institute of Design (NID), India | 14 Feb 2022 - 25 Feb 2022

Instructor of the Playfoodness Workshop for M.Des. & B.Des. students. The objectives of the workshop were to introduce food as a medium of design, promote an attitude of playful experimentation through the medium of food.

Design Inspire Apprentice Program 2021 | Aug 2021 - Sep 2021

Co-creator and facilitator of the Interaction Design course for designers. Theme was 'Design for Design Education'.

△ Volunteering Experience

Interaction Awards 2022 by IxDA | Jul 2021 - Apr 2022

Worked with the co-chairs to plan and organise the Awards program and host the ceremony. Handled the communications, operations and event planning. Peer reviewer for selecting the shortlists for the Awards.

△ Project Presentations

Efood 2022, Experiencing and Envisioning Food: Designing for Change | 28 - 30 Apr 2022

3 speculative food design projects, Yours Flavorfully, Food Perceptions & iCutlery were presented at the Conference.

△ Conferences

20 Nov 2021 | Planned & organised the Design Inspire Conference 2021 (Virtual), ValueLabs.

28 Nov 2020 | Planned, managed & organised the Design Inspire Conference 2020 (Virtual), ValueLabs.

24 Sep 2019 | Planned & organised the first Hyderabad Chapter of IXDD - World Interaction Design Day

△ Exhibitions

June 2022 | Design Inspire, Good Design Show 2022 | European Centre | Greece

July 2021 | Jallianwala Bagh, Design in an Age of Crisis, London Design Biennale | Somerset House, UK

July 2021 | Identity Stories, Design in an Age of Crisis, London Design Biennale | Somerset House, UK

Nov 2019 | The Digital Flywheel Exhibition, ValueLabs Inspire | Dorchester, London, UK

Oct 2019 | The Digital Flywheel Exhibition, ValueLabs Inspire | The Venetian, Las Vegas, USA

Sep 2019 | Jallianwala Bagh, Reimagining Otherness | Pratt Institute, Brooklyn, New York, USA

Dec 2018 | Sniffing Out the Differences | State Gallery of Art, Hyderabad, India

Oct 2017 | Jawaja Craft Collection at Indian Institute of Management - Ahmedabad (IIM-A), India

△ Awards & Recognitions

My work in design is recognised by 75+ prestigious international awards such as the Red Dot, Stevie, DNA Paris, Titan Business Awards, Muse Creative Awards, Vega Digital Awards and many more. View the complete list.

△ Languages

English (Native or Bilingual Proficiency) | German (Basic Proficiency) | Hindi (Full Professional Proficiency)

Marathi (Full Professional Proficiency) | Gujarati (Full Professional Proficiency)