

Anuja Thanawala

I am a design generalist with a multidisciplinary background, specialising in interaction design and research. My approach to design blends together creative and analytical problem solving. Driven by collaboration, I like to focus on collective growth while mentoring designers and leading teams.

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✦ **5+ Years of Experience** ✦ **Design Leadership from Strategy to Execution**
✦ **UX Research & Interaction Design** ✦ **Enterprise & Consumer Products**
✦ **Multi-Award Winner**

Professional Experience

ValueLabs, Hyderabad, India

- ◆ **Lead Designer** Apr 2022 - May 2024 (2 yrs 1mo)
- ◆ **Sr. Designer 3** Oct 2021 - Mar 2022 (6 mos)
- ◆ **Sr. Designer 2** Apr 2021 - Sep 2021 (6 mos)
- ◆ **Sr. Designer 1** Oct 2020 - Mar 2021 (6 mos)
- ◆ **Sr. Designer** Sep 2019 - Sep 2020 (1 yr)
- ◆ **Experience Designer** Dec 2018 - Aug 2019 (9 mos)
(Graduation Project)

Project Engagements

- Led the design transformation of a legacy MLM operations platform into a SaaS solution, managing a team of 3 designers over 3.5 years. Collaborated with product owners and leads on the UX road map to align design with business goals, delivering 8 applications.
- Developed a flexible UX framework and led the creation of design guidelines.
- Implemented a UX strategy for incremental improvements through multiple release cycles, resulting in a threefold increase in user efficiency, faster adoption rates, improved customer acquisition, and reinforced client market leadership.
- Led design efforts for other B2B and B2C applications across diverse domains, including BFSI, e-commerce, education, FMCG, and security alarms.
- Oversaw key UX tasks such as planning, research, interaction design, and validation.
- Worked alongside stakeholders, designers and development teams to address challenges and deliver innovative, user-centred solutions.

Leadership & Mentoring

- Mentored 11 designers over four years, providing guidance on UX design, stakeholder and project management, design thinking, team management, conflict resolution, etc. across multiple projects.

Client Acquisition

- Planned and set-up travelling exhibitions—The Flywheel (2019) and The Time Machine (2022) showcasing company capabilities at the INSPIRE event in Las Vegas and London.
- Represented UXG at INSPIRE 2019, 2022, and 2023, presenting design capabilities and services, leading to a 20% client conversion rate for design projects.

POCs & Client Pitches

- Spearheaded the team's POC initiatives for prospective clients.
- Developed proposals and created pitch decks to showcase design capabilities.
- Presented case studies that highlighted service offerings and design expertise.

Team Culture & Growth

- Collaborated with the SVP-Design to shape team culture, enhance brand presence & visibility.
- Streamlined processes to manage workload & introduced methodologies to boost effectiveness.
- Actively involved in talent acquisition and helped enhance onboarding.

Design Inspire (DI) Platform

- Co-created the strategy and vision for the Design Inspire (DI) Platform, an initiative by UXG to empower young designers through meaningful interactions and community growth.
- Expanded DI into new channels and segments, broadening its reach and impact.
- Organised the DI Talks, DI Conference, and DI Designathon in 2020 & 2021, achieving global recognition and winning 35 awards.

Skills

Design

Service design, User research, Conceptualisation, UX Design, Interaction design.

Leadership & Strategy

Product visioning & planning, Project & Stakeholder Management, Mentoring.

Education

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

Master of Design, Lifestyle Accessory Design

◆ University of Pune, India | 2010 - 2014

Bachelor of Engineering, Mechanical Engineering

Teaching Experience

Open Elective, National Institute of Design | Feb 2022

Instructor of the Playfoodness Workshop for M.Des. & B.Des. students, aimed at introducing food as a design medium and fostering playful experimentation.

Design Inspire Apprentice Program 2021 | Aug 2021

Facilitator & co-creator of the Interaction Design course themed 'Design for Design Education'.

Volunteering

Interaction Awards 2022 by IxDA (Virtual) | Jul 2021 - Apr 2022

Collaborated with co-chairs to plan and organise the Awards program and ceremony. Managed communications, operations, and event planning. Served as a peer reviewer for submitted projects.

Conferences

Efood 22, Experiencing and Envisioning Food: Designing for Change

Lisbon, Portugal | Apr 2022

Presented 3 speculative design projects. ([Yours Flavorfully](#), [Beyond Life](#) & [IoT Cutlery](#))

IXDD, World Interaction Design Day

Hyderabad, India | Sep 2019

Planned & organised the event.

Exhibitions

Design Inspire at Good Design Show 2022

European Centre, Greece | Jun 2022

Identity Stories - Design in an Age of Crisis, London Design Biennale

Somerset House, London, UK | Jul 2021

Jallianwala Bagh - Design in an Age of Crisis, London Design Biennale

Somerset House, London, UK | Jul 2021

Jallianwala Bagh - Reimagining Otherness

Pratt Institute, Brooklyn, New York, USA | Sep 2019

Sniffing Out the Differences

State Gallery of Art, Hyderabad, India | Dec 2018

Recognition & Awards

My work in design is recognised by 75+ prestigious international awards such as the Red Dot, Stevie, Titan Business Awards, Muse Creative Awards, Vega Digital Awards, etc. [View the complete list.](#)
