# Anjali Deshpande

**UX · UI DESIGNER  |  12+ Years  |  SaaS · Healthcare · E-Commerce**

Alpharetta, Georgia     📱 470-587-1702     ✉ [Email](#)     in [LinkedIn](#)     💼 [Portfolio](#)

U.S. Permanent Resident – Open to remote or nationwide roles

## PROFESSIONAL SUMMARY

I design data-driven, accessible digital experiences that turn complex systems into clear, intuitive user journeys.Recent results include **+38 % lead conversions**, **+32 % task completion**, and **+25 % checkout growth** across SaaS, healthcare, and e-commerce projects. Skilled in design systems, accessibility, and AI-enhanced workflows using **Claude, Galileo AI, Figma Make,** and **UX Pilot AI.**

## SELECTED IMPACT HIGHLIGHTS

- Increased lead conversions by **38 %** through redesigned acquisition flows (Scheduling Institute)
- Improved completion rates by **32 %** via simplified co-parenting workflows (Custody XChange / YMCA App)
- Boosted checkout engagement by **25 %** across e-commerce redesigns (Fermob USA / 4 Wheel Parts)

## WORK EXPERIENCE

**UX Consultant | [Bharat CapitAZ](#) ↗**  Alpharetta GA & Pune MH                          **11/2025 – Present**
*Partnering with Bharat CapitAZ, a business-growth consultancy, to elevate UX for client platforms.*

- Conduct UX audits and deliver AI-driven recommendations that enhance engagement and credibility.
- Design scalable dashboards and component systems improving investor visibility and usability.
- Build AI-powered prototypes that accelerate stakeholder decision-making and digital adoption.

**UX Designer | [Custody Xchange](#) ↗**  Remote, UT                          **06/2024 – 10/2025**
*Led the mobile-first redesign of a co-parenting and custody-scheduling platform.*

- Simplified scheduling flows, improving task-completion rates by **32 %** through iterative usability testing with parents and attorneys.
- Reduced support tickets by **15 %** after friction-point audits and design refinements.
- Applied AI tools (Figma Make, Whimsical, Claude) to accelerate wireframes, color-system exploration, and content clarity.
- Partnered with PMs and engineers to ensure accessibility and responsive rollout.

**UI Designer | [Scheduling Institute](#) ↗** Alpharetta, GA                          **5/2021 – 06/2024**
*Healthcare consulting and training company serving dental and medical practices nationwide.*

- Redesigned lead-acquisition workflows → **+38 % conversion** increase using journey maps and A/B testing.
- Developed a modular, responsive design system improving mobile usability by **38 %** and ADA compliance by **22 %.**
- Performed heuristic evaluations that reduced user drop-off by **27 %** through iterative design updates.

- Integrated Figma tokens and Storybook components for scalable design-to-dev handoff.

**UI Designer + Front-End Developer |** [Fermob](#) ↗ Cumming, GA         07/2018 – 09/2021
*E-commerce & B2B/B2C division of a French outdoor-furniture brand.*

- Built shared component library adopted by 15 + designers / devs → 20 % less design debt.
- Designed B2C navigation and quote-request flows tailored to dealer behavior.
- Created interactive lookbooks and campaigns increasing engagement 15 %.

**UI Designer + Front-End Developer |** [4 Wheel Parts](#) ↗ Compton, CA         01/2013 – 09/2017
*Leading off-road automotive retailer with 90 + stores and national e-commerce reach.*

- Delivered responsive UI for 12 + regional sites (HTML5 / CSS3 / Bootstrap).
- Revamped product categorization & checkout → **+25 %** cart-completion rate.
- Introduced reusable components shortening campaign build time 30 %.

**UI Designer + Front-End Developer |** [Danahar](#) ↗ - [Implant Direct](#) ↗ Valencia, CA         07/2010 – 01/2013
*Global medical-technology company.*

- Designed FDA-compliant product catalogs improving clinician access worldwide.
- Reduced revision cycles 20 % through a centralized asset library ensuring brand consistency.
- Created multimedia training visuals supporting global product launches.

## EARLIER ROLES
**Web Designer,** [Kemper Medical](#) ↗ Alpharetta, GA         11/2008 – 12/2010
**VIsual Designer,** [Warehouse Multimedia](#) ↗ Nashville, TN         07/2008 – 10/2010

## EDUCATION

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**BFA, Visual Communication**         06/2008
Nagpur University, INDIA

**UX Design Graduate**         06/2022
General Assembly (GA), USA

**AI for Designers Bootcamp**         07/2025
Elevtr by Rich Hultman, USA

## SKILLS

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- **Design & UX -** Wireframing · Prototyping · User Flows · Design Systems · Accessibility (WCAG 2.1 AA)

- **AI in UX -** Figma Make · Galileo AI · Claude · Whimsical · Uizard · UX Pilot AI · ChatGPT · Runway · Sora
- **Development & Tools -** HTML · CSS (Bootstrap) · React · WordPress (Divi, Elementor) · Framer · Storybook · Marketo · NetSuite
- **Collaboration -** Stakeholder Workshops · Cross-Functional Teams · Mentorship · Design Feedback · Usability Testing

## AWARDS & CERTIFICATIONS

- **Certified Art Teacher** – Nagpur University (2008)
- **Certified Web Designer** – Arena Multimedia (2010)
- **Certified Vedic Astrologer** – Enhances empathy & pattern recognition within UX practice