



## Anju Banthia

### Experience Design Architect

17+ years of experience designing practical and elegant digital experiences for growing organisations with an entrepreneurial spirit. Empathizing and advocating for the users, while drawing solutions amidst business and technical constraints.

I'm passionate about Design Thinking and the techniques that transform a customer's need into a human-centered innovative product solution. Enjoy making products and technology usable, enjoyable, and accessible for humans, bridging the gap between the user, development teams, and key business stakeholders.

I love showing up as a Design Leader with a clear vision to craft engaging user experiences. Believe in upscaling on relevant skills.



### Education

#### Advanced Programme for Marketing Professionals(APMP), 2014

Indian Institute of Management Calcutta

#### Mass Communication, 2006

Bharatiya Vidya Bhavan's, Mumbai

#### Multimedia & Web Development

ZedCA of ZILS (Zee Interactive Learning System)

#### Bachelor of Arts, 2005

University of Calcutta

### Certifications

- Certified SAFe Architect
- Certified BLAC
- CUA (HFI) classes attended
- Cappgemini Certified Architect L1, pursuing L2
- Introduction to UX WRITING
- Fundamentals of Visualization with Tableau
- Enterprise Design Thinking Practitioner
- Agile meets design thinking
- Connected Manager Program Certified
- Agile Software Development - University of Minnesota

### Contact

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### STRENGTHS

- Employee Empathy
- UX writing for a great experience
- Microcopy
- UX Research
- Ideation/Brainstorming
- Wireframes
- Problem solving approach
- Conducting Workshops
- Storytelling (Basics)

### SEEKING FOR

- Work with leaders with Vision
- Career Growth
- Work life balance
- Great work environment
- Meaningful work

### CURIOS ABOUT

- To design better User interface
- Learning how to Simplify Decision Making
- Enhance Accessibility
- Improve User Satisfaction

### Industry Focus

Utility – Energy | Pharma and Healthcare | Financial Services | Insurance | Banking | FMCG | Real Estate | CSR | Marketing and Branding | Advertisement | Retail

### Work Experience

**Cappgemini | Experience Design Architect | Feb 2010 - Present**

#### KEY SKILLS:

- User & Customer Research Techniques** – User Interviews, Data Analysis, Competitive Analysis
- UX Assessment & Testing Techniques** – Expert Review, Heuristic Evaluation, Design Audits
- Product & Experience Design** – Design workshop, Journey Maps, Empathy Mapping, Personas, Information Architecture, Design Concepts, Wireframes & Interactive Prototypes – Adobe CC, Adobe XD, Figma, Zeplin, Photoshop, Balsamiq, Sketch, Keynote.

### Methodologies & Frameworks

- |                 |                           |                    |
|-----------------|---------------------------|--------------------|
| User Research   | Scenario Creation         | Mind Mapping       |
| User Scenarios  | Persona Creation          | Wireframing        |
| User Interviews | Critical & logic Thinking | Prototyping        |
| User flow       | Problem Solving           | Interaction Design |
| Empathy Mapping | Data Visualization        |                    |
| Journey Mapping | Data Analytics            |                    |

#### ROLES AND RESPONSIBILITY

- Collaborate with UX director, UX designers, product managers, developers, and other shareholders to understand project goals and user needs
- Instill a culture of learning, research, and Design Thinking across the team
- Decide on the flow of screens, information, and user interactions.
- Conduct user research in collaboration with the UX team to shape information structures and navigation systems.
- Lead the creation of user personas, user flows, and customer journey maps.
- Develop wireframes, interactive prototypes, and information architecture to create intuitive interfaces
- Nurture a positive, creative, and inclusive atmosphere that encourages collaboration with
- constructive and respectful feedback
- Work with development and design teams to ensure the implementation is smooth and error free.
- Evangelize user experience methodologies and best practice.
- Make products more accessible and inclusive
- Analyse the use of website content and design.
- Ensure consistency and adherence to UX best practices across all digital touchpoints
- Utilizes best practices and knowledge of internal or external business issues to improve products or services
- Contribute in communities both external and internal
- Drive Automation in the UX process and advocate innovation

**South City Projects | Creative Visualiser| March 2008 - October 2009**

#### ROLES AND RESPONSIBILITY

- Independently responsible for all print collaterals right from ideation to execution stage E.g: Brochure, Press AD, Hoarding, flyer etc...
- Handling all the print related work for events and campaigns for South City Mall like Stage Designing, Flash PPT, and Emailer and many more.

**IntraSoft Technologies Ltd. (123greetings.com) | Designer| June 2006 - March 2008**

#### ROLES AND RESPONSIBILITY

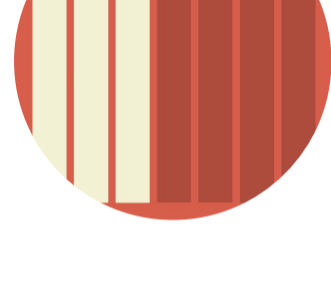
- Analyze and evaluate the theme for the month.
- Thorough Research on the recent designs pertaining to Theme
- Creatively develop the competitive E-Cards that engage the TG in US, as per the parameters laid down by the company.

### Career Achievements, 8 Awards

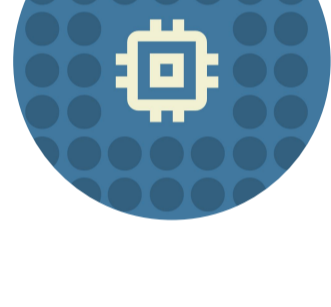
- Awarded with customer delight award in Q3 2023
- Awarded with Standout Performer award in Q1 2021
- Awarded with Firefighter award in Q4 2020
- Awarded twice with Xtra-mile in 2016
- Awarded with Project Star award in Q4 2010
- Awarded for Learning and development contribution within Cappgemini
- Certificate of Appreciation from Mumbai CHO, Sustainability Committee, Cappgemini

### UX Laws

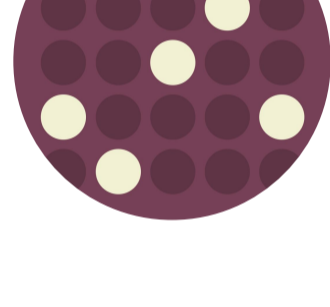
Followed best practices while building user interfaces.



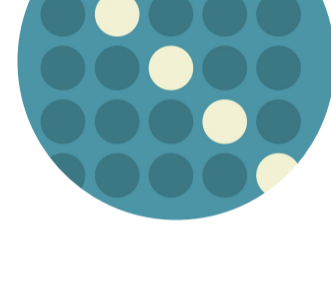
The amount of mental resources needed to understand and interact with an interface.



The time it takes to make a decision increases with the number and complexity of choices.



The human eye tends to perceive similar elements in a design as a complete picture, shape, or group, even if those elements are separated.



The Pareto principle states that, for many events, roughly 80% of the effects come from 20% of the causes.

### Tools



### Community Contribution

Coach for the ROOTS Program - Focused guided 12 weeks journey to help build personal brand and kickstart your thought leadership journey

Written 15 articles on LinkedIn on relevant topics  
<https://www.linkedin.com/in/anjubanthia/detail/recent-activity/posts/>

Written a research paper document for CSI community under Ai category - Topic given below  
**How Generative Ai will bring fresh perspective in UX design process.**

Written an article on [Welcome to the Women in Delivery portal!](#)

- My idea on Design thinking methodology was selected and printed in DCX Foundry  
<https://www.linkedin.com/posts/activity-6582311751449214976-DCYR/>

Got featured on Design Talk text based platform, link below  
<https://medium.com/designerstalk/designers-alk-40-with-anju-banthia-user-experience-manager-at-cappgemini-phase-4-ind-edition-97ceaded02a7>

Women in Tech Excellence award - Could make it to third level  
<https://womenintechexcellence.co.uk/womenintechexcellenceawards2021/en/page/home>

#### Mentor and Coach

Conducted 15 Diversity and inclusion session for fresher at organisation level  
4 software related trainings for the team and UI/UX trends, UX related topics, Dashboarding and science behind, Data Visualisation, GenAI and UX, Storytelling and ir techniques, Personal Branding, Sustainability and many more.

Core team member of Mumbai Wekare Team

A mentor in Enlight program (Educate to empower) which is supporting girl child education

### UX Glimpse

**Client:**  
Energy and utility, Government Project

**Project Overview:**  
Intent was to go digital and reduce the physical touchpoint and be accessible to Singapore citizens.

**Solution:**  
Using design thinking methodology I built digital solution which was innovative & sustainable, giving power to 1.2 millions Singaporeans. This application enables user to complete all necessary tasks with less clicks. Conducted research from age group 15 - 60yrs, understanding users - needs and pain points. Built scalable design system and reusable artifacts which further reduced time utilization by 8-10%.

**My Utility Portal walkthrough**

**Client:**  
Pharma Company  
Dashboard - Data Visualisation

**Problem Statement:**

- Manual Process and higher dependencies
- Data visualisation, not user friendly
- Aligning to the branding guidelines
- Intuitive representation of information's and data.
- Complex Information's
- Too many information's infused in a limited real state hence increasing the mental load

**Solution:**  
As an architect my deliverables was more on lines of experience models, presenting insights as a product value map. Owning research, working with product owners to define delivery roadmap. Built dashboards using data visualization to understand the market and consumer behaviour displaying trends to ensure right actions are taken by the business.

**Dashboard Design, Tableau**

**Client:**  
Internal Project, Cappgemini  
Mobile Application, Android

**About EAS Application**  
It's an Capemini Enterprise application store is channel or platform for the employees to download, install access cappgemini Internal mobile application, this application makes sure data of almost 2,20,000 employees are in safe and secured environment. It is an industry norm, big organisation to have their own enterprise application to publish their mobile application easily usable to the employees.

**Vision-**

- Medium to distribution channel/platform to employees to download and install the cappgemini internal application
- Easiness to user to have all the application at central place
- It is industry Standard to have a enterprise application to distribute mobile application, enabling employees to easily download and install.
- Its on the secure region and data privacy is secure

**Road-blockers**  
Multiple rejection from Apple store, Cappgemini owned app store to distribute apps with internal employees  
Implementing some features like fetching information whether application is installed in the device or not was difficult to implement. Some features which depends on OS are major bottlenecks

**Enterprise Application Store, Cappgemini**