



Anju Banthia | Experience Design Architect

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Portfolio Link
[Anju Banthia - Experience Design Architect in Mumbai, India :: Behance](#)

AI-driven Experience Designer with 18+ years of proven expertise in crafting intuitive, scalable, and human-centered digital products across global enterprises. Strong track record in leading design strategy, driving execution excellence, and integrating Generative AI into UX processes to accelerate innovation and improve experience outcomes. Adept at **partnering with cross-functional, cross-geography teams** to transform business challenges into **elegant, measurable design solutions**. Passionate about Design Thinking, **data-informed decision-making**, and building future-ready design ecosystems anchored in **accessibility and user empathy**.

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

Experience

Capgemini | Experience Design Architect | Feb 2010 - Present

UX Designer

Industry - Healthcare / Provider Data Management

Project Provider Data Management – Credentialing Solution (Offshore) - June 2025 - September 2025

Project Description - (24 UX designers US & India Location)

Designed and transformed complex provider credentialing workflows into an intuitive, scalable digital platform, simplifying data management and improving operational efficiency. Focused on streamlining multi-step processes, enhancing data visibility, and enabling seamless coordination across stakeholders within the healthcare ecosystem.

Responsibilities -

- UX design for a complex credentialing platform, simplifying intricate workflows into intuitive user journeys.
- Defined information architecture, user flows, and scalable patterns to manage large volumes of provider data efficiently.
- Designed dashboards and data visualization components to improve visibility into credentialing status and insights.
- Collaborated with cross-functional teams (product, engineering, business) to align on requirements and deliver scalable solutions.
- Applied human-centered design principles to improve usability, reduce cognitive load, and enhance decision-making.
- Established reusable design components and patterns to ensure consistency and scalability across modules.
- Facilitated workshops and design discussions to align stakeholders and drive clarity on complex problem spaces.

UX Design Consultant

Industry - Healthcare / Pharma Analytics

Dashboards & Reporting System - (7 Projects) June 2019 - June 2025

Project: MedRC Enterprise Content Management Transformation :: Behance

Project 1 Description - (1 MN \$, Multiple Releases)

Led UX design across a portfolio of enterprise analytics and reporting platforms for Johnson & Johnson, focused on transforming fragmented reporting ecosystems into unified, scalable, and insight-driven experiences. The initiatives spanned finance dashboards, scientific engagement tracking, content utilization, and omnichannel analytics.

The core focus was to establish a consistent UX framework and design system that could scale across multiple business units, enabling real-time decision-making, self-service analytics, and standardized reporting. The solutions consolidated data from multiple sources into intuitive dashboards, improving accessibility, trust in data, and operational efficiency.

These platforms empowered stakeholders ranging from senior leadership (CEO/CFO) to operational users with persona-driven experiences, enabling deeper data exploration, collaboration, and actionable insights across global teams.

Responsibilities -

- Led end-to-end UX design for multiple analytics platforms, ensuring consistency, scalability, and high usability across diverse business domains.
- Defined and implemented a design system for enterprise reporting, enabling standardization across dashboards, reports, and visualization patterns.
- Designed persona-based user journeys (executives, analysts, operational teams) to support varied decision-making needs and data literacy levels.
- Transformed complex datasets into intuitive dashboards with drill-down, filtering, and self-service analytics capabilities.
- Collaborated with product, data engineering, and business stakeholders to align UX solutions with business KPIs and reporting goals.
- Simplified workflows by enabling automated reporting (e.g., monthly PowerPoint generation) and reducing manual effort and errors.
- Improved data discoverability and usability through clear information architecture, consistent navigation, and visual hierarchy.
- Enabled real-time and live-connected dashboards, increasing data transparency and user trust in insights.
- Drove usability improvements by standardizing communication patterns, reducing ambiguity, and ensuring accessibility for global users.

Driving Data-Driven Decisions in Pharma Content Utilization- June 2019 - June 2025

Case study Link: [A UX Case Study in Content Analytics :: Behance](#)

Project 2 Description - Led UX design for an enterprise Power BI platform at Johnson & Johnson, unifying data from multiple systems into a scalable content analytics solution. Designed persona-based dashboards to deliver actionable insights, improving decision-making and reducing manual reporting effort.

Responsibilities -

- End-to-end UX for enterprise analytics dashboards across business units
- Conducted stakeholder interviews and defined personas & user journeys
- Designed wireframes and interactive Power BI dashboards with drill-downs
- Translated complex data into clear, actionable insights
- Collaborated with product, data, and business teams to align with KPIs
- Improved efficiency through automation and self-service analytics
- Conducted usability testing and drove iterative enhancements

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 Xtramile award in Q1 2025

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 Capgemini

Certificate of Appreciation from Mumbai CHO, Sustainability Committee, Capgemini

Methodologies & Frameworks

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|--|--|---|
| 1. Research & Discovery <ul style="list-style-type: none">User ResearchUser ScenariosUser Requirements | 3. Analysis & Strategy <ul style="list-style-type: none">Critical ThinkingProblem SolvingData AnalyticsData Visualization | 5. Design & Prototyping <ul style="list-style-type: none">User FlowsWireframesPrototypesInteraction DesignDesign System |
| 2. Empathy & Understanding <ul style="list-style-type: none">Empathy MappingPersonasJourney Mapping | 4. Accessibility <ul style="list-style-type: none">Accessible DesignAccessibility Assessment | |

Tools



AI & Design Thought Leadership

- ROOTS Program Coach:** Led a focused 12-week journey helping participants build strong personal brands and ignite their thought-leadership paths.
- Prolific Content Creator:** Authored 20+ LinkedIn articles on UX, technology, leadership, and professional growth.
- AI & UX Research Contributor:** Wrote a research paper for the CSI community on "How Generative AI Will Bring a Fresh Perspective to the UX Design Process."
- Published Thought Leader:**
 - Authored articles on LinkedIn on multiple topics like tech, mental wellbeing, leadership, link below for reference [Activity | Anju Banthia\(She/Her\) | LinkedIn](#)
 - Written an article for the Women in Delivery portal on how to manage tough times, link below for reference [Not today, cancer! Our WiD hero Anju Banthia on hope and courage](#)
 - DCX Foundry featured and published my idea on Design Thinking methodology.
 - Featured on Design Talk, a text-based podcast/interview platform.
- Recognition: Reached Level 3 in the Women in Tech Excellence Awards.

Mentor & Coach:

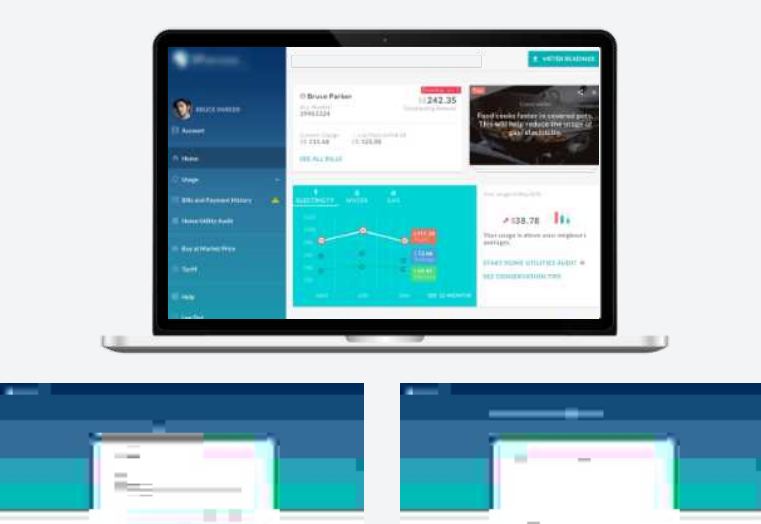
- Delivered 15 Diversity & Inclusion sessions for organizational freshers.
- Conducted multiple technical and UX trainings, including UI/UX trends, dashboards & data visualization, storytelling, GenAI in UX, sustainability, and more.
- Innovation Through Mindfulness: Active participant in research on Focused Attention Meditation to enhance creativity and innovation.

Community Service:

- Core team member of the Mumbai Wekare Team.
- Mentor in the Enlight – Educate to Empower program supporting girl-child education.

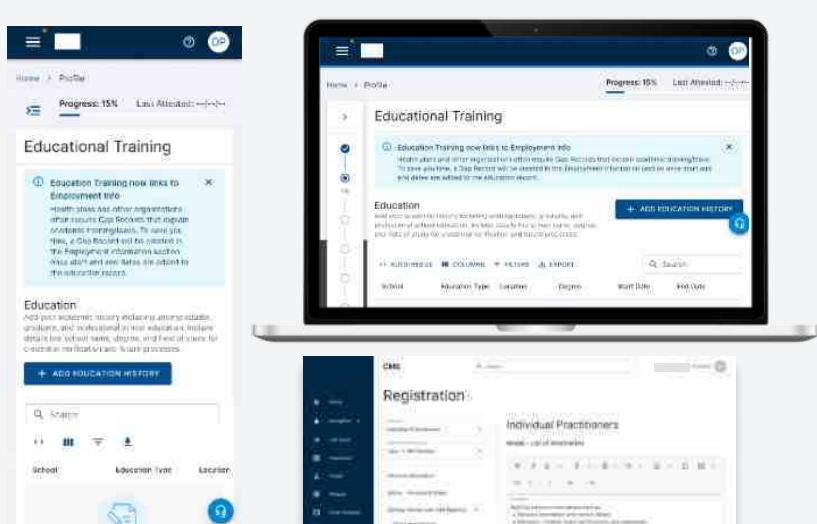
Work

My Utility Portal walkthrough



[Case study Link](#)

Provider Data Management Credentialing Solution



[Case study Link](#)