

ANUPAM GULERIA

USER EXPERIENCE DESIGNER

Portfolio: anupamguleria.com
hi@anupamguleria.com
+91 96500-12069
Mohali, Punjab, India

CERTIFICATIONS

Google UX Design
Certification

Six Sigma Yellow-Belt
Certification

SKILLS

Adobe XD
Adobe Photoshop
Figma
Balsamiq
SwiftUI
HTML + CSS
Responsive Design
Web Analytics
User Research
User Acceptance Testing
Usability Testing
A/B Testing
Information Architecture
Prototyping
Wireframing
Mockups
Wordpress
Google Material Design
Apple HIG

MS Office, GSuite & iWork

EDUCATION

B.Com 2005
Punjab University, Chandigarh

PROFILE SUMMARY

- 12+ years of experience in customer experience leadership.
- 8+ years of experience in UX designer.
- Extensive experience in cross-functional collaboration, process & product improvement, and user-centricity.
- Proven track record of improving customer experience.
- Broad knowledge of customer research methods and KPIs.

EXPERIENCE

- **Dressify.in** Senior UX Designer, Founder
September 2014 - December 2022
 - UX designer & Founder of the eCommerce store. Directly managed the design process from wireframes and prototypes to high-fidelity mockups.
 - Adopted a mobile-first approach to ensure that the designs were compatible across all screen sizes.
 - Used user-centered design (UCD) principles to gather feedback from users and create designs that met their needs.
 - Standardized brand colors, typography, and iconography to create a cohesive and consistent user experience.
 - Ensured that the designs met W3C accessibility standards to make them accessible to all users.
 - Built the information architecture for the site and designed the sitemap and knowledge base.
 - Continuously updated the UX based on real-world user flows and analytics data.
 - Used A/B testing to evaluate the impact of major design changes.
- **Tata Teleservices Limited** Assistant Manager - Customer Experience
July 2010 - September 2012
 - Managed customer experience ops for 3 states (MPCG, RJ, and GJ).
 - Was the final custodian of customer experience metrics for all departments.
 - Collected customer feedback through various channels and synthesized pain points for corrective actions by cross-functional teams.
 - Ensured improvement on customer service KPIs through root cause analysis and timely action.
 - Conducted and signed off UAT on new products by Marketing to minimize consumer impact.
 - Worked closely with IT and Operations teams to ensure project timelines were met during customer-centric projects.
 - Oversaw the development of the 121 IVR information architecture.
 - Controlled costs through efficiency, outsourced partner handling, and monitored and corrected recruitment and training processes.

- MTS (Sistema Shyam Teleservices) Specialist - Customer Service
November 2009 - July 2010
 - Set up and managed customer service operations for a new territory/ state.
 - Rolled out a Voice of the Customer (VOC) process to ensure weekly sharing of consumer pain points with cross-functional teams.
 - Bharti Airtel Limited Senior Executive - Customer Experience
June 2006 - August 2008
 - Led Airtel's in-house high-value customer experience operations.
 - Coordinated with cross-functional teams to quickly resolve customer challenges.
 - Developed the information architecture for the company-wide knowledge base.
 - Responsible for MIS reporting and analytics of statewide customer experience metrics.
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I, declare, that the information provided herein, in this resume, is true, to the best of my knowledge.

Anupam Guleria