Anna Malu Peter

UI/UX Designer

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EXPERIENCE

Adamsbridge, Chennai — *UI/UX Designer*   *July 2023 - Present*

- Currently leading the design of B2C healthcare platform at Adamsbridge (medicine delivery, lab tests, doctor appointments) while driving research for a B2B accounting software to define business-aligned features.
- Spearheaded Adamsbridge's first Design System, reducing inconsistencies and streamlining workflows. Improved design-to-development handoff with Storybook documentation and accessibility guidelines, accelerating feature rollouts.
- Led end-to-end design of form builder and abstraction tool in RealServ, a real estate management platform, increasing global client acquisition by +56% and improving Statement of Work (SOW) completion rate by +76% through an optimized user experience and workflow automation.
- Revamped 3 key modules of Backbone EMR by restructuring IA and workflows, closely working with product owner and developers - leading to 90% client retention and increased feature adoption. Accelerated data retrieval speed and reduced user errors, earning high stakeholder approval through usability testing.
- Optimized InsurServ's order placement flow in close collaboration with product owner, reducing processing time and advancing accuracy through workflow optimization. Streamlined retrieval and report generation, cutting follow-up requests and manual review time by 68%, enabling faster order placements.
- Led the design of RealTix ticketing system, simplyfying request processing and automating ticket resolution. Enhanced usability, reduced response times, and drove 30% client growth, securing five major enterprise client's post-demo.
- Designed BBCloud's website and Customer Portal, elevating customer satisfaction by 52% through enhanced usability and self-service features, while reducing support ticket resolution time.
- Created the Adamsbridge Employee Portal for the HRMS app, enhancing accessibility and reducing login friction. Achieved a 35% increase in daily active users and successfully deployed to all clients.

Rooshad Shroff, Mumbai — *Visual Designer*   *June 2021 - March 2023*

- Handed over 5 visual merchandising projects for brand Hermès including design conceptualization, technical drawings, client presentation to execution.
- Delivered 3 interior design projects, client presentations, charted and sourced FF&E, finished technical drawings and details to execution..

Cadence Architects, Bangalore — *Intern Architect*   *July 2018 - July 2019*

- Developed graphic standards, conceptual designs, and client presentations, supporting award winning proposals with research, material specs, and cost estimates.

SKILLS

Design: User Experience, User Interface, Interaction Design, Wireframing, Prototyping, Visual Design, Graphic Design, Mock-ups, Presentation, Design System.

Research: User Interviews, User Testing, A/B Testing, Information Architecture, User Journey Mapping, Octalysis Framework, Quantitative Analysis, Qualitative Analysis, Competitor Analysis, Design Strategy, Heuristic Analysis.

Others: Rapid Iteration, Cross-functional collaboration & communication, Storytelling, Design Thinking.

TOOLS

Figma, Adobe XD, Sketch, Photoshop, Illustrator, InDesign, Premiere Pro, Rhino, AutoCAD

EDUCATION

Calicut University, Avani Institute of Design   *Calicut, India*
Bachelor of Architecture