# Anurag Singh

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## Experience

**LTIMindtree – User Experience Designer**                                        July 2023- Present, Mumbai
- Designed intuitive user experiences for Salesforce B2B solutions, including Sales Cloud (CPQ), Service Cloud, and experience cloud optimizing workflows for enterprise clients.
- Developed user personas & journey maps for clients, aligning UX strategies with business goals for clients in finance, healthcare, and SaaS.
- Created wireframes, prototypes, and high-fidelity designs for web, mobile, VR, AR, and AI-driven applications, ensuring seamless cross-platform experiences.
- Collaborated with cross-functional teams (developers, product managers, stakeholders) to deliver tailored UX solutions.

**Trent Ltd. – Junior Executive**                                        June 2020 – November 2021, Mumbai
- Designed retail spaces for Westside and Utsa stores.
- Collaborated with onsite teams and various vendors to execute and manage design projects effectively.

**Skript Design Studio – Junior Architect**                                        January 2018 – June 2018, Thane
- Architectural design and planning of Masunda lake Thane with Thane Smart City and CRISIL
- Architectural planning and interior designing of residential bungalow

## Internships

**LTIMindtree – User Experience Designer**                                        January 2023 – June 2023, Mumbai
- Research and development VR, XR Interaction Experience Design
- Designed interaction for Pharmaceutical Experience center

**The Reform Design Studios – Service Designer**                                        June 2022 – July 2022, Hyderabad
- HappyE website UI and UX Research
- TRD System Design Research and organization structure

**Trent Ltd – Associate Trainee**                                        Jan 2020 – May 2020, Mumbai
- Designed retail spaces for Westside.

**Oberoi Realty – Management Trainee**                                        April 2019 – June 2019, Mumbai
- Design management for Esquire Project and Commerz 3

## Education

- **Master of Design (Interaction Design)** (2021-2023) University of Petroleum and Energy Studies, Dehradun **CGPA 8.89**

- **Infrastructure Finance and Development Management** (IFDM 2018-2020) National Institute of Construction Management and Research, Pune **CGPA 8.69**

- **Bachelor of Architecture** (2012-2017) L.S. Raheja School of Architecture, Mumbai **CGPA 6.75**

- **Diploma in Nautical Science** (2010-2011) Tolani Maritime Institute, Talegaon, Pune, **Percentage 71.55%**

- **Higher Secondary** (2010) Kendriya Vidyalaya Air Force Station Thane (W), **Percentage 69.60%**

- **Senior Secondary** (2008) Kendriya Vidyalaya Air Force Station Thane (W), **Percentage 86.80**

## Skills

**UX/UI Design**
User Research | Personas & Journey Mapping | Wireframing (Figma, Adobe XD) | Usability Testing | Salesforce LDS
**Emerging Tech**
VR/AR Prototyping (Unity) | AI-Driven Interfaces | Cross-Platform Design

## Certifications

- **Salesforce Strategy Designer**  Credentials ID 6149452
- **Salesforce User Experience Designer**  Credentials ID 5602593
- **Google UX Design Professional Certificate** Credential ID P1CP8XZFSNFO