

Personal Info

Phone

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Email

anmolrohilla.work@gmail.com

Portfolio

<https://www.anmolrohilla.com/>

LinkedIn

<https://www.linkedin.com/in/anmolrohilla/>

Education

Northeastern University

Boston, MA

December 2019 | 3.45/4.0 Master of Science,
Information Systems

University of Mumbai

Mumbai, India

August 2016 | 3.35/4.0 Bachelor of Engineering,
Computer Science

Skills

Design

User Interface Design, Design Thinking,
Wireframing, Information Architecture, User
Flows, Interaction Design, Rapid Prototyping,
Inclusive Design & Accessibility

Research

User Scenarios, Information Architecture &
Storyboarding User Interviews, User
Segmentation, Site Maps, Storyboards,
Ethnographic Study, Qualitative Research,
Quantitative Research, A/B Testing & User
Research, Usability Testing & User Research

Tools

Adobe XD, Adobe Creative Suite, Sketch, Figma,
Mockup, Zeplin, InVision, Builder
X, JustInMind, Framer, Pendo

Process

Agile, User-Centric, Collaborative, Design
Thinking, Material Design, Problem Solving

Programming

HTML, CSS, JavaScript, Bootstrap, Java,
Swift

Certifications

User Experience UX Certification

University of California

User Experience Design Essentials – Adobe XD UX / UI Design

Complete Sketch - Website & App Design

ANMOL ROHILLA

UX/UI DESIGNER

Professional Experience

User Experience Designer Consultant – Cervello, A Kearney Company

Boston, MA | Sep 2022 – Present

- Led cross-functional design initiatives using Agile methodologies, managing sprints and refining backlogs to ensure timely delivery of user-centric solutions
- Led initiatives to ensure that inclusive design principles and accessibility guidelines for a global Fortune 100 company focused on dashboard and data visualization solutions, improving user engagement by 20% through user-centered design and effective storytelling with data
- Collaborated with cross-functional teams to build and implement scalable design systems, ensuring brand consistency across platforms while integrating feedback from product managers and engineers.
- Designed AI-driven solutions that enhanced user interaction and accessibility across multiple digital platforms, focusing on web and mobile products Established best practices for dashboard design across the organization, standardizing visual components and user interactions to improve data accessibility and user engagement
- Conducted user research, interviews, and usability testing to gather actionable insights and validate design solutions, resulting in improved user satisfaction
- Worked closely with UX researchers and product managers to plan and conduct user research sessions, using insights to optimize content flow and reduce customer churn

UX / UI Designer - ProviderTrust

Boston, MA | Mar 2021 – Sept 2022

- Collaborated in the early stages of requirements gathering and design for the integration of two key applications, including the National Provider Identifier (NPI) tool, ensuring a seamless user experience across merged platforms
- Led user interface design efforts for healthcare compliance tools, including Dynamic NPI, focusing on creating intuitive interfaces that allow for seamless credential verification and exclusion monitoring
- Worked closely with the marketing team to ensure consistent branding and cohesive user experiences across all platforms and websites, aligning visual design elements with the company's brand guidelines
- Created comprehensive content strategies that aligned with healthcare compliance, supporting product design for a diverse customer base

Associate UX / UI Designer - Grocerspod

Boston, MA | Jan 2021 – Feb 2021

- Crafted in-product content and developed user flows for a mobile-first grocery delivery platform, simplifying complex product flows for an international audience
- Designed the mobile interface for a grocery delivery app, optimizing the user experience for mobile-first interactions such as item browsing, order placement, and location tracking, ensuring a smooth and intuitive journey
- Developed icons, illustrations, and other visual elements to improve the interface's aesthetics and functionality, increasing customer engagement

Digital Designer Specialist - Technical Consulting & Research, Inc.

Boston, MA | April 2020 – Dec 2020

- Led the design of user interfaces for custom software applications across healthcare, education, and government sectors, ensuring digital products met usability and accessibility standards while enhancing client workflows.
- Collaborated with cross-functional teams to develop responsive web and mobile interfaces, aligning with industry-specific requirements and optimizing the user experience for complex data management and healthcare compliance systems

Freelance Graphic & Web Designer

Mumbai, India | August 2016 – July 2017

- Designed and developed custom websites for small businesses and individual clients, utilizing HTML, CSS, and responsive design principles to create visually appealing and user-friendly websites
- Created a wide range of graphic design assets, including logos, brochures, and promotional materials, applying visual design principles to meet clients' branding needs
- Created a wide range of graphic design assets, including logos and promotional materials, aligning with clients' branding requirements