ANISHA BHALLA
GRAPHICS & UI/UX DESIGNER

www.anishabhalla.com

bhalla.anishak@gmail.com

AnishaBhalla

PROFILE

Detail-oriented and quality-driven in nature, bringing innovative ideas and solutions in the user experience and interface design aspect of things with a creative thinking approach.

Having flair for creativity and multimedia, aiming to cultivate as a multi-disciplinary designer by gaining new experiences to reinvent, try new ideas and give meaning to my creative journey.

Strongly upholds Simplicity, Authenticity, and Integrity; A curious and determined individual who thrives in a team-architect-ed environment.

EDUCATION

› **New Media Design and Web Development**
British Columbia Institute of Technology, Canada
2022 – 2023

› **Post Graduate Diploma in Yoga Science**
MDNIY, India
2017 – 2018

› **Bachelors of Technology**
Kurukshetra University, India
2006 – 2010

SKILLS

› **Graphic Design**
- Adobe Creative Suite
  - **Ai**, **Ps**, **Id**
- Typography & Layout Design
- Print & Digital Design
- Figma; JIRA; GitHub; CMS
- HTML5/CSS/SCSS

› **UI/UX Design**
- User Research
- Personas
- Flowcharts
- Wireframes
- Prototyping
- User Testing

CERTIFICATIONS

› **InDesign 2023 Essential Training**   Aug' 2023
LinkedIn Learning

› **Design Systems**   Jul' 2023
LinkedIn Learning

› **Foundation of Software Testing/QA**   Jul' 2023
LinkedIn Learning

› **Figma for UX Design**   Jan' 2023
LinkedIn Learning

PROFESSIONAL EXPERIENCE

› **Volunteer** Graphics & UX/UI Design **Intern**   May – July, 2023
Branding • 3D printing • Wireframing • Prototyping • Usability Testing
SAP Vancouver Green Team

- **Collaborated** with senior designers using JIRA to create visually compelling marketing materials, like posters, flyers, and social media graphics.
- **Assisted** in developing concepts for client projects, ensuring alignment with brand guidelines and client preferences.
- **Contributed** to brainstorming sessions and creative discussions, offering fresh design perspectives.
- **Produced** and **structured lo-fi** to **hi-fi wireframes** using Figma; focusing on visual representation of the complex waste data collected.
- **Created** desktop **prototype** using Figma by adding interactive components.
- **Conducted usability testing** using UseBerry and Maze tools, plus revisions.
- **Managed** multiple projects simultaneously in an agile SDLC, meeting tight deadlines and maintaining consistent quality.

› **TECH Specialist** *(part-time)*   Feb' 22 – Aug' 23
London Drugs, Vancouver, Canada

- Perform **inventory** counts, price audit, **merchandise**, and maintain the professional **sales** image of the store.
- Provide **technical** and **sales** assistance to customers on TECH floor including Computers, Audio Visual Equipment, Mobile Phones, Electronics, and Photographic equipment.

› **Casual Support Assistant** *(part-time)*   Nov' 22 – Aug' 23
L'Arche Greater Vancouver, Canada

- **Assist** core members (people with intellectual disabilities) of the home with ordinary task of daily living, ensuring adherence with the BC Ministry of Children, Community and Social Services Guidelines, and L'Arche Greater Vancouver policies and procedures.

› **Corporate Yoga Teacher**   Jun' 18 – Dec' 21
Crush Fitness India Pvt. Ltd., India

- **Designed** and lead customized Yoga therapy classes.
- **Applied traditional yoga** practices, **scientific** methods, and **nutritional** concepts to facilitate holistic well-being through the yoga sessions.

› **Consultant – Senior Software Engineer**   Nov' 14 – Oct' 17
Genpact Headstrong Capital Markets • Noida • India
CVS Health USA • Westpac Bank Australia • HSBC UK

- **Analyzed** client-end, software, and system requirements; created user stories, test cases; mitigate risk, documented software issues and provided solutions.

› **Software Quality Assurance Engineer**   Mar' 11 – Oct' 14
DigiXL, A unit of DMP Multimedia Pvt. Ltd. • New Delhi • India
BBC UK • Rosen and Gareth Digital • WissenMedia • SouthPacific Press Germany

- **Exposure** to rich multimedia content, producing **digital eBooks** for Children.
- **Performed** software testing of eBooks, proofread content, PDF pre-flighting, and made corrections to digital proofs.