Aniston Antony

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LinkedIn | Portfolio website | Personal Website

Senior UX Designer with over 7 years of progressive experience, consistently expanding skills. Known for leading and collaborating with cross-disciplinary teams (Concept, Designers, Developers, QA) to achieve corporate goals and objectives. Proficient in UI and UX design, driving efficiency through continuous learning and exploration of emerging technologies.

SKILLS

- Figma
- Prompt Engineering
- Accessibility Standards (WCAG)
- User Research
- Prototyping
- Adobe Creative Suite
- Wireframing
- Design System/UI Kit
- Responsive Design
- Design Thinking
- Usability Testing

WORK EXPERIENCE

Sr UX Designer   *September 2022 – Present*
Mercedes Benz Research And Development India, Bengaluru

- Developed an AI chatbot for Jira and Confluence, simplifying document management and ticket updates, resulting in a 25% reduction in manual workload.
- Designed infotainment screens catering to various types of colour blindness (Protanopia, Deuteranopia, Tritanopia, Achromatopsia) which increased customer satisfaction by 10%.
- Launched cutting-edge Continuous Feedback Loop feature enabling users to submit real-time feedback directly through the infotainment screen, leading to a 25% rise in user engagement and a 15% boost in customer satisfaction ratings.
- Crafted a Figma Plugin to optimize data entry, resulting in a 20% increase in efficiency.
- Created comprehensive onboarding documentation, reducing new team member's readiness time from 3 weeks to 1.5 weeks with clear process outlines, requirements, and outcomes.
- Conducted benchmarking tests to optimize ADAS features and enhance UX, leading to a 20% increase in operational efficiency within our car.

UX Designer   *May 2022 – September 2022*
Accubits Technologies, Trivandrum

- Composed a web portal for "Nifty Souq," MENA's premier NFT marketplace, while developing design system to enhance usability by 18% and establish clear visual hierarchy.
- Led a collaborative initiative with the design team to overhaul website layout and functionality, enhancing the user journey and driving a 20% boost in average session duration alongside a 15% uptick in conversion rates.

UX Designer   *August 2021 – May 2022*
Accenture, Bengaluru

- Guided interface design initiatives in Accenture's Marketing and Analytics division, focusing on intuitive usability to analyse complex market data, such as sales reports, investments, and ROI.
- Crafted user personas and scenarios to inform marketing strategies and feature prioritization, driving a 20% increase in product adoption.
- Contributed to a marketing analytics platform by designing visually intuitive solutions, resulting in a 25% increase in user engagement simplifying complex graphs and charts.

Product Design Intern *March 2021 – May 2021*
Tata Elxsi, *Bengaluru*
- Contributed to my graduation project, Modular Smart Air Cooler, leveraging emerging technologies to decrease the packaging volume by 0.6 times when not in use.
- Acquired comprehensive understanding of industrial product design process, encompassing industry standards, best practices, and methodologies.

Interaction Designer *October 2016 – August 2019*
Tata Consultancy Services, *Bengaluru*
- Identifying user interaction challenges throughout the SDLC process, particularly when multiple stakeholder approvals are required, resulting in a 10% increase in efficiency across various stages of the SDLC.
- Developed the concept of handbrake system for two-wheelers to enhance rider confidence on sloped terrain, resulting in a 15% positive response.
- Conduct user research, meet client expectations with UX solutions, and document requirements through wireframes and user flows.

EDUCATION

- **Masters of Design (Product Design)** *June 2021*
  MIT University, Pune

- **Bachelor of Technology (Automobile Engineering)** *June 2016*
  Kerala University, Trivandrum

AWARDS

- Mercedes Silver Star Award 2023.
- TCS HD Performance Achievement Award for exceptional collaboration with Harley Davidson, contributing creative efforts and feature designs.
- Recognized as a star performer in the Initial Learning program at TCS for designing and building a 3D printer.

EXTRA-CURRICULAR ACTIVITIES

- Published the book "The Basics of Stock Market", a comprehensive 16-chapter guide simplifying stock market complexities for all levels of investors.
- Transformed my old bicycle into a self-running motorcycle using 100cc Hero Honda engine on the bicycle frame.
- Mentor at ADPList student mentoring platform.
- Delivered presentations on UX design at industry-level to The International School Bangalore(TISB) and Legacy School Bangalore(LSB).

CERTIFICATIONS

- Google UX Design, Coursera
- AI for Designers, Interaction Design Foundation
- How to design for accessibility: for UX Designers, Udemy
- Mobile UI Design, Interaction Design Foundation
- DevOps Foundation, Project Management Institute
- Diploma in Modern Applied Psychology, Udemy