ANVI DEDHIA

SENIOR UX DESIGNER

UNFILTERED RAMBLINGS

I'm a multidisciplinary designer based in the UAE, with a track record of winning design challenges and working across diverse industries. My passion lies in creating impactful solutions that balance usability and form. I am dedicated to fostering positive change through innovative design thinking. In my spare time, I indulge in writing poetry.

MY WORK LIFE IN A NUTSHELL

Senior UX Consultant

Al Hilal Bank | July 2023 - Current

Presently collaborating with the customer engagement and payments team to elevate the user experience of the journey. Leveraging design thinking and innovation with the aim of transforming the bank into a fully digital entity, prioritizing the needs and experiences of our users.

Senior UX Designer

Brainlake | August 2022 - May 2023

Closely collaborated with the Abu Dhabi government to develop an educational app aimed at helping parents enhance their parenting skills. Also led a dating app project from concept to execution, ensuring a seamless user experience.

Senior UX Designer

Accenture | July 2018 - July 2022 (India)

Specializing in research methodologies and user-centric design, I have crafted impactful solutions for clients across diverse industries, including insurance, automobile, education, mechanical equipment, banking, and oil.

Associate, UX/UI Consultant

Do All Work | Remote

Pushing the boundaries of design across diverse sectors, including healthcare, clean energy, finance, and consumer apps, to create impactful user experiences.

PHONE
+ 971 543967993

EMAIL
anvidedhia07@gmail.com

PORTFOLIO
https://www.dedhiaanvi.com/

NINJA SKILLS

- User Experience Design
- User Research & Usability Testing
- Critical Thinking & Problem Solving
- Wire framing & Prototyping
- Project Management
- Conceptualization
- Mentoring / Leadership

NERDUCATION

- **Nottingham Trent University**
  June 2014 - May 2018

  B.A (Hons) Communication Design

- **Royal Academy of Art, The Hague**
  Jan 2017 - June 2017

  Interactive Media Design (part of the student exchange)

DESIGN DILEMMAS

Circular Innovation Jam

Participated in a virtual design sprint aimed at enhancing waste management and recycling in Southeast Asia. Collaborating with enthusiasts from five countries and guided by experts, this experience proved invaluable for learning and growth.

Winning Entry - D'source Corona Design Challenge

Developed a comprehensive post-lockdown public space design system, integrating a COVID-19 app supplement into existing frameworks to prioritize safety.

HAPPY HELPER

UMO Design Challenge

Mentored some amazing minds across the globe for the UMO Design X Social, Global Innovation Challenge 2022, Design for Crisis, and I am proud to announce that the team Ignitors secured a place in the top 20.

The Story of Foundation

Assisted international artists in curating and exhibiting their art installations while rebranding "The Story of Space" festival in Goa, October 2017.

The Hands of Hope Foundation

Contributed to the creation of "Tara and Raju," an educational film that uses puppetry and animation to teach children about Good Touch & Bad Touch

National Himalyan Expedition

Served as an environmental leader for the "Chanderkhani Pass 2019" national Himalayan expedition.

Things I like to do

music
TREKKING
dancing   WRITING POEMS
PHOTOGRAPHY READING
Painting SINGING Antiquing

MY BRAGGING RIGHTS

🏆 **D'source Corona Design Challenge**

The design solution is accessible as an Open Design Source initiative.

🏆 **Design Studio Revamp Award**

Achieved victory in the Accenture Studio Redesign Competition, resulting in the renovation of the studio according to our design concept.

🏆 **Academic Achievement**

Earned a silver coin for achieving the highest score in Economics during high school.