

Anuj Patel

PROFESSIONAL SUMMARY

Senior Product Designer with 7 years of experience in end-to-end product design, specializing in driving significant business impact through data-informed UX strategy. Proven track record of leading design for high-scale HealthTech platforms (serving **5M+ users**) and deep expertise in critical Fintech-related flows (payment, booking, transaction funnels). Seeking a challenging Senior Product Designer role to leverage expertise in strategic product thinking, cross-functional leadership, and designing for diverse, high-growth user bases. Strong focus on scaling products and establishing robust design systems in fast-paced, complex environments

WORK HISTORY

Connect And Heal Primary Care - Senior Product Designer

Bengaluru, India

05/2021 - Current

- **Strategic Leadership:** Led design vision and strategy for core digital products, ensuring alignment with business goals and user needs in **high-growth market**.
- **Business Impact:** Maximized user engagement and retention on CHH Care app by enhancing features and developing data-driven product selection capabilities.
- **Team Leadership:** Led team of **4 designers** to revamp login flow, information architecture, and transaction funnels, achieving **25% increase** in design scalability and **35% reduction** in process time through centralized Design System.
- **Quantifiable Results:** Conceptualized user-immersive health education platform, garnering **5 million views** and reshaping product reach.
- **User Research:** Facilitated in-depth user research and stakeholder interviews for CHH app and web platform, including payment-focused features.

Connect And Heal Primary Care - Product Designer

Mumbai

08/2019 - 03/2021

- **High-Impact Features:** Created data-driven solutions including user-centric navigation experiences (app & web) used by **1 million** patients during peak periods.
- **Transaction Flows:** Designed streamlined lab test booking flow (home/center) serving **0.5 million users**, increasing conversion efficiency and user satisfaction.

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SKILLS

- Data-driven Design
- Visual design
- Design thinking
- Interaction design
- Agile Methodology
- Design leadership
- Responsive design
- Adobe Creative Suite
- Figma Expertise
- Usability Testing
- User Research
- Accessibility Design
- Design process
- Video Editing
- Product Testing
- Product Design

EDUCATION

07/2019

Amity University Mumbai

Mumbai

Bachelor of Arts: BSC in Animation
And Visual Graphics

- Developed a versatile skill set in 3D and 2D design, product design, photography, and filmmaking, enabling a multifaceted approach to design challenges.

CERTIFICATIONS

Google UX design Course - 2021

- **Design System:** Established scalable design system for CHH mobile app, website, and internal tools, significantly improving design consistency and developer handoff.
- **Founding Designer:** Started as Founding Designer, introduced systematic design concepts to stakeholders to secure buy-in for key design initiatives.

Connect And Heal Primary Care - Design Intern

Mumbai

03/2019 - 07/2019

- Effectively communicated design concepts and progress to stakeholders, securing buy-in and support for key design initiatives.
- Started as the **Founding Designer** at the company

Guest Lecture & Workshop

Delivered a talk on "The Future of UX Emerging Technologies and Design Challenges" at Aminova Fest, Amity University Mumbai.