

# Anup Ruban

UX / UI Designer



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## EDUCATION



**National Institute of Design**

Bengaluru

M.des | Information Design

2019 - Present



**Anna University**

Madras Institute of Technology

B.E | Instrumentation engg.

2012 - 2016

## SKILLS



### Research

User Interviews, Ethnographic

Data Analysis, C&C Analysis



### Ideation

Persona Creation, User Flows

Journey & Empathy Mapping



### Design

Wireframing, Prototyping,

User Testing, Data Visualization



### Programming

HTML - CSS

## PROFILE

An Engineer turned Experience designer with an experience of 2 years. Passionate to find user needs and thoughtfully convert those insights into practical and aesthetically pleasing user-centered products.

## EXPERIENCE

### User Experience and Interface Designer

Ingenuity Insights Pvt. Ltd. | 2017- 2019

**Glucolyf** is a digital health care product that aims to improve the life of people with diabetes by providing easy and quick interactive mobile and web based solutions.

- Research on needs of people with diabetes
- To come up with a solution to collect and provide all relevant therapy data in one place.

**Destresslyf** is a mobile based application to provide online counselling to people suffering from excess stress and depression.

- Research on the problems faced by people suffering from Stress.
- Research included both qualitative and quantitative data collection and analysis

## TOOLS

**Prototyping** : Adobe XD, Figma, Sketch, Protopie

**Data Analysis** : MS Excel, Tableau

**Design** : Adobe Photoshop / Illustrator

**Code** : VS Code, Github Desktop

