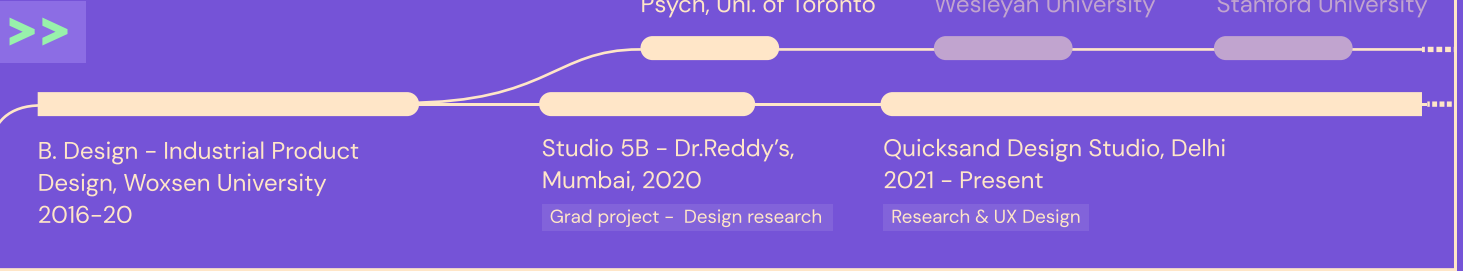




Namaste! I'm Anish Uddaraju

Over the course of my career, I have played the roles of a [UX Designer](#) . [UX Researcher](#) . [Behavioural Researcher](#) . [Heuristic analyser](#) . [Information designer](#) . [Workshop facilitator](#) . [Storyteller](#) . [Observer](#) .

My journey so far



Work @ Quicksand Design Studio

- &frnds – a salesman facing app**
[App redesign, UX Research](#) Indonesia
Improved sales and business efficiency by leading the design, prototyping, and usability tests of a mobile app for B2B FMCG order-taking in mom-and-pop stores, providing behavioral insights for long term business goals.
- Google NBU x Google Jobs**
[UX Research](#) Delhi & Bihar
Conducted qualitative research and heuristic analyses to understand digital and analog search behaviours of govt. job aspirants in India. Mapped information ecosystems, user journeys, and need gaps, providing the NBU team with insights to enhance their Search UX.
- &frnds – Fast track**
[UX UI Design](#) Philippines & Indonesia
Worked with business and ops teams of a B2B last-mile logistics service over two years to design, document, and deliver several web and mobile app features for their expanding business capacities and on-ground needs.
- FPHIP Microsite – USAID & MCGL**
[UX UI Design](#)
Designed a microsite for health practitioners to navigate a content-dense USAID website on family planning guidelines. Established a content architecture by gathering use-case insights and delivered a light-touch interface by coordinating with multiple client organizations.
- Health Management Information System – Ministry of Health**
[Design Research](#) Pan-India
Conducted desk and field research in rural govt. hospitals to identify health workers' motivations and barriers in data entry and monitoring. Provided the Healthy Ministry with ideas to test for improving national data accuracy.
- Digital Financial Inclusion (DiFi) – Bill & Melinda Gates Foundation**
[Design Research](#) Pan-India
Conducted qualitative research to identify enablers, barriers, behavioural tendencies, and ecosystems affecting the adoption of formal digital financial services in rural India.
- Google News Initiative**
[Workshop facilitation, UX Audits](#)
Facilitated workshop sessions and UX audits for Indian digital news agencies (The Print, The News Minute) to scope potential improvements and opportunities for better usability and engagement among readers.
- &frnds – gamification and app adoption**
[UX Research](#) Indonesia
Supported planning and execution of a pilot to experiment the potential of PBL gamification on retail shop owners for boosting app based B2B ordering in an analogous ecosystem. Results proved promising.
- DiFi – Zine**
[Illustration, Storytelling](#)
Created comic zine-handouts to showcase insights and on-ground anecdotes from a digital finance adoption research, for networking and information dissemination at the Global Fintech Fest, Mumbai.

Work @ Studio 5B - Dr. Reddy's

- Tackling treatment drop offs**
[Design research, UX Design](#) Pan-India
Researched psychological triggers and social factors causing treatment drop-offs in patients suffering from genetic baldness. Designed service and product blueprints, adopted by the business team for a pilot launch.

Software proficiencies

Figma | Photoshop | Illustrator | Miro | Adobe XD (intermediate) | Procreate (basic) | Indesign (basic)

Other things that pique my interest

Behavioural design | Game design | Speculative design | Illustration | Scuba diving | Observing how people behave in their natural environments as if they're lab rats and I'm a mad scientist (i'm not insane)

I look forward to have a chat!

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Thank you! Have a nice day ;)