

Anantika Sethi

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EDUCATION

University Of Michigan- Ann Arbor

Master Of Science in Information – User Experience & Human-Computer Interaction

Ann Arbor, MI | May 2024 | 4/4 GPA

- Lead student coordinator - UMSI Design for Participation exhibit (2023-2024)
- University Of Michigan Graduate Career UX Coach (2023-2024)

ISDI School Of Design & Innovation

Bachelor of Visual Communication Design

Mumbai, India | April | 3.75/4 GPA

- Student Advisor & Early Career Coach
- Legacy Outstanding Achievements Award
- ATLAS 25 Under 25 Award (2021)
- ISDI Outstanding Student Award (2021)
- Chairperson & Founder INFERNO Intercollegiate Design Festival (2019)
- ISDI Student Council- President
- Recipient of Spirit Of ISDI Award

University of Mumbai

Bachelor of Arts in Sociology & Education

Mumbai, India | April | 3.9/4 GPA

SKILLS

Methods

Agile Methodology, A/B Testing, Affinity Mapping, Card Sorting, Service Design, System Evaluation, Story boarding, Data visualization, Data Analysis, Journey Mapping, Site Maps Information Architecture, Product Management, Product Strategy, Usability Testing, Wireframing, WCAG Accessibility, Surveys, Ethnography, Mood Boards, User Research, Rapid Prototyping, Design Thinking

Tools

Adobe XD, Axure RP, Figma, InVision, UserTesting.com, HTML, CSS, JavaScript, Python, Unity, Photoshop, Illustrator, Lens Studio, Miro, Sketch, React.js

WORK EXPERIENCE

Google | UX Interaction Designer

San Francisco, USA | Nov 2024 – Present

- Lead efforts to work on **internationalization** tooling by using **Gen AI** efforts to create agent assist to reduce over **63%** of unresolved queries raised by vendors .
- Became Scholar Level Accessibility certified (Alphabet Academy), driving a partnership with **Google Accessibility Rating** team to shape visual & enhance UX criteria.
- Initiated & piloted a **LLM** powered **AI Chat bot** by designing prompts, studying data to streamline notification generation improving efficiency & reducing TAT.

Paramify | Product Designer

Salt Lake City | May 2024 – Oct 2024

- Spearheaded the research & automation workflow of a risk compliance tool using **agile methodology** & creating wireframes using design library for a **SaaS** compliance tool reducing **client intake & onboarding time** for partners.
- Presented & implemented 26+ marketing website UI recommendations to senior management by collaborating with operations, engineers & product. Improved **daily site traffic** and client acquisition leading to **growth & monetization**.

Amazon | User Experience Design Intern

Seattle, WA | May 2023 – Aug 2023

- Headed the MVP of a conceptual Amazon.com feature based on User pain points, User Testing synthesis, predicted to result in an **18%** increase in **product conversion rate & 28% improved Customer Experience metrics**.
- Rapidly worked with product managers & stakeholders to translate research, site maps & user flows into 20+ Figma interactive screens for Mobile review feature.
- Built a **WCAG** inclusive Wayfinding tool in HTML& CSS, improving alignment with partners through **data-driven feature prioritization**.

Mondelēz International (Cadbury) | UX & Innovation Design Specialist

Mumbai, India | Mar 2020 – Jun 2022

- Collaborated with the VP of Global Digital Innovation, regional business leads and stakeholders to plan and map the product roadmap for emerging technologies like **AI, NLP, chatbots, & IoT** earning Mondelez Bravo performance award.
- Coordinated end-to-end **mobile/web** UX projects, performed Windows **Quality Assurance (QAs)**, alongside establishing a mentoring program for **9+** UX interns.
- Pioneered a design culture as the first designer on team by founding a scalable **visual design system** consisting-UI components, animations etc. driving the Deployment of the system across **150+** Microsoft PowerApps/QuickBase apps.

PROJECT EXPERIENCE

Dearborn Economic Development | UX Designer & Strategist

Dearborn, MI | Jan 2023 – April 2023

- Streamlined **D2C** Open-Door Grant program digitization (**100% time & labor reduction**), bridging GIS goals & customer needs. Redesigned complex dashboard & a data-driven tracking system with **15+** Figma screens.

University of Michigan Medicine | UX Designer

Ann Arbor, MI | Sept 2022 – Dec 2022

- Led UX design and content strategy for a post-operative feedback system, developing **23+ ADA** WCAG-compliant wireframes and a scalable video training solution by translating complex EHR data and A/B testing insights, projected to reduce training time and improve first-attempt success by **1.5x**.