Anishika John

linkedin.com/in/anishikajohn | www.anishikajohn.com | ajohn46@asu.edu | Pheonix, AZ

UI/UX and visual designer with 5+ years of experience designing user-focused platforms, design systems, and enterprise dashboards across healthcare, technology, and education. Skilled in translating complex workflows into intuitive user experiences.

Skills

Tools: Figma, Sketch, InVision, Miro, Adobe Creative Cloud, HTML,CSS,JS
Specialties: Data Visualization, Design Systems, Enterprise Dashboards, Human-Centered Design, Accessibility, UX Research, Prototyping, Agile/Lean UX

Experience

Marketing & UI/UX Intern | Write Form, Grand Prairie, TX — Aug 2025 – Present

- Leading the development and implementation of a comprehensive marketing strategy from awareness teasers through product launch, driving anticipation and engagement.
- Creating UI-driven digital campaigns and social media assets, applying design principles to maximize brand recognition.
- Collaborating with cross-functional stakeholders to ensure strategic alignment between messaging, design, and user experience, strengthening a consistent brand narrative.

UX & Visual Designer | **The Meteor Studio**, Phoenix, AZ — Feb 2024 – May 2025

- Designed a responsive pediatric radiology platform, applying accessibility standards, wireframing, and usability testing to simplify navigation of complex medical content.
- Organized and led the UI/UX & Design Thinking guild, uniting interdisciplinary designers and developers in regular sessions to exchange actionable feedback, showcase projects, and host hands-on workshops, cultivating a collaborative culture and strengthening design critique and problem-solving across teams.
- Built a responsive, user-friendly web experience for pediatric radiology using Figma, HTML, and CSS, applying accessibility guidelines, wireframing, and user testing to make medical content easier to understand and navigate.

UI/UX Designer | **Tata Consultancy Services**, India — Jul 2021 - Jul 2023

- Designed interactive dashboards and analytics tools in Figma and Adobe XD, integrating SQL-based data to reduce executive decision-making time by 60%.
- Spearheaded the creation of a scalable design system using atomic design methodology, improving UI consistency and reducing rework by 52%.
- Developed UI assets and branded layouts for internal ERP campaigns using Illustrator, aligning with narrative and user-first design principles, resulting in a 25% increase in employee awareness and engagement.

UX & Product Designer | Faclon Labs, India — Mar 2021 – Jun 2021

- Designed a smart IoT web dashboard in Adobe XD and Illustrator, applying user-centered design to enhance data visibility, improved client adaptability and contributed to increased user satisfaction and platform adoption.
- Created web and social media visual assets (landing pages, icons, banners) using Adobe XD and Illustrator; applied visual hierarchy and brand alignment, resulting in a 47% increase in digital engagement.

Web Design Intern | Mometernity, India — Jun 2020 – Feb 2021

- Redesigned the e-commerce website using Adobe XD and WordPress, streamlining navigation and checkout flows, boosted online sales by 32% and significantly improved the mobile shopping experience.
- Led social media design and management efforts across Instagram and Facebook, created visually appealing content and trend-driven campaigns that increased follower engagement and generated consistent inbound sales.

Education

Arizona State University - Herberger Institute for Design and the Arts. — Aug 2023 - May 2025

- MS Media Arts and Sciences | GPA 3.86

G.D. Goenka University, India — Aug 2017 – May 2021

- Bachelor's in Design in Product Design | Silver Medalist (Academics) | GPA 3.91

Certifications

- AI in UX Design (Certificate)
- Responsive Web Design with HTML & CSS (Certificate)
- User Experience Design Essentials (Certificate)