

# Aastha Anuja

Wormerveer, Netherlands | 0626159759 | [aastha.anuja@gmail.com](mailto:aastha.anuja@gmail.com) | [LinkedIn](#) | [Github](#) | [Portfolio](#)

## Summary

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Innovative Data-Driven Designer with more than 7 years of experience in UX/UI design, specializing in developing and implementing advanced object detection and NLP models. Currently at TAMBR, achieved a 15% increase in object detection accuracy and improved system efficiency through proactive integration of cutting-edge technologies like Python, TensorFlow, and Keras. Proven expertise in UX design, demonstrated by a 15% increase in conversions and a 30% reduction in user errors during tenure at Umagine. Adept at creating comprehensive design systems, leading multidisciplinary teams, and enhancing user satisfaction through data-driven insights and iterative feedback processes. Skilled in collaborating across diverse teams and utilizing high and low-fidelity prototypes to drive user engagement and streamline development processes.

## Professional Experience

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### TAMBR, Utrecht, Netherlands

Oct 2023 - Present

#### Data-Driven Designer

- Developed and implemented an inference script, increasing object detection accuracy by 15%.
- Integrated object detection features into a content-based recommendation system for audio tracks, demonstrating a proactive approach to enhancing model performance.
- Utilized Python, TensorFlow, Keras, OpenCV, and scikit-learn to develop object detection and NLP models.
- Transitioned from object detection to advanced NLP models (TF-IDF and Word2Vec), improving system efficiency and user engagement.
- Collaborated with a multidisciplinary team including MDDD students, lecturers, designers, marketers, and client researchers to guide the development of the recommendation system.
- Conducted regular meetings and gathered feedback to iterate on the tool, ensuring alignment with user needs and ethical principles.
- Addressed challenges by balancing user control and automation, enhancing user satisfaction with features like autocomplete for mood keywords and relevance percentages.
- Developed a Book Recommendation System using Flask and Streamlit, employing collaborative filtering to improve user interactions and providing personalized recommendations.

### Umagic, Heiloo, Netherlands

Dec 2020 - Jun 2021

#### Lead UX Designer

- Created user personas and scenarios leading to a 15% increase in conversions.
- Used high and low-fidelity prototypes for UX research, resulting in 20% faster task completion, 25% higher user satisfaction, and 30% fewer user errors.
- Developed design documents, including sketches, sitemaps, user flows, wireframes, mock-ups, and specifications, facilitating collaboration and speeding up development.
- Created modular components aligned with design goals and technical capabilities.
- Managed and mentored two junior designers, enhancing their skills through feedback.
- Established a design system with reusable components and style guides, improving consistency and speeding development.

### Treehouse Marketing, Mumbai, India

Apr 2018 - Nov 2019

#### UX/UI Designer

- Crafted visual design prototypes and devised UX solutions for a novel navigation system, leading to a 10% boost in user satisfaction measured through surveys and analytics.
- Enhanced the navigation system with a simplified layout, predictive text search, breadcrumbs, and consistent design elements, improving user experience.
- Revamped website design, resulting in a notable 40% decrease in bounce rate through modern visual updates, responsive design, and optimized loading speeds.
- Utilized Figma, Adobe Creative Cloud, Sketch, and Miro to create detailed design prototypes and

visuals, demonstrating technical proficiency.

- Collaborated with web developers, content creators, and project managers through regular meetings and design reviews to ensure design feasibility and alignment with project goals.

**Arigel Software, Mumbai, India**  
**UX/UI Designer**

Apr 2017 - Mar 2018

- Reduced bounce rate by 30% through evaluative testing and navigation improvements.
- Created a comprehensive style guide with the Lead Engineer, standardizing design across platforms.
- Oversaw user journeys on Web, iOS, and Android, ensuring seamless interactions.
- Enhanced onboarding and content layout, increasing user engagement and conversions.
- Utilized Figma, Sketch, Adobe Creative Suite, UserTesting.com, InVision, Jira, and Google Analytics for design and testing.
- Developed detailed user personas to tailor designs to different user groups.

**Verveland Technologies, Mumbai, India**  
**Software QA Test Engineer**

Feb 2023 - Oct 2023

- Developed test scenarios, reducing login-related support requests by 20% and cart complaints by 15%.
- Implemented Selenium and Cypress, cutting regression testing time by 40% and enhancing reliability.
- Collaborated on Kushals.com, reducing manual testing by 30% and improving system reliability by 25%.
- Enhanced cross-browser functionality, reducing issues by 25%.
- Simulated peak user loads, speeding up page load times by 30%.
- Established a cloud-based testing environment, improving efficiency by 30%.
- Reduced final product bugs by 35%, increased test coverage by 50%, and sped up deployment by 30%.

**GeekTree Technologies, Mumbai, India**  
**QA Specialist**

Feb 2023 - Oct 2023

- Conducted system, performance, regression, and stress testing, improving stability and performance.
- Created test cases for login, data export/import, and cross-browser compatibility, reducing errors by 20% and issues by 15%.
- Automated manual tasks and streamlined bug reporting, improving testing efficiency by 30%.
- Implemented BrowserStack and automated scripts, reducing manual effort by 35%.

## Education

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**M.A. Data-Driven Design** 2023 - 2024  
HU University of Applied Sciences, Utrecht, Netherlands

**B.E. Information Technology (GPA: 7.74)** 2009 - 2013  
SRM University, Chennai, India

**B.A. Indian Classical Music (Graduated 1st in the class)** 2004 - 2009  
Pracheen Kala Kendra, Chandigarh, India

## Certifications

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Introduction to Programming using Python, Datacamp Nov 2023  
Professional Scrum Master, Scrum.org Aug 2022  
Front-end Web UI Frameworks & Tools: Bootstrap 4, Coursera May 2021

## Skills

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- Dutch working proficiency and native in English
- Object Detection & NLP Model Development
- Content-Based Recommendation Systems
- Python, TensorFlow, Keras, OpenCV
- scikit-learn, Flask, Streamlit
- UX/UI Design and Prototyping
- User Personas and Scenarios
- High and Low-Fidelity Prototyping
- Design Systems and Style Guides
- Cross-Functional Team Collaboration
- Mentorship and Leadership in Design
- Visual Design Prototyping
- Responsive Design and Modern Visual Updates
- Cross-Browser Compatibility