Anamika Singh

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Summary

I'm a mixed-methods UX researcher and designer with 5+ years of experience integrating business strategy with human-centered design across **B2B/B2C SaaS and E-commerce**. Fusing a background in fashion business with a master's in Interaction Design (HCI), I architect data-driven solutions for growth and monetization, optimizing user lifecycles through ROI-focused frameworks and demonstrating strong storytelling abilities.

Work Experience

Marvalero Inc.

Lead UX Researcher, Growth   *San Francisco, CA, United States* · **Nov 2025 - Present**
- Direct mixed-methods research for influencer and monetization modules, using behavioral insights and quantitative research methods to deliver features that boosted user engagement by 25% and revenue by 15% within six months.
- Synthesize cross-platform data into clear design recommendations implemented in three main product modules, leading to increased user engagement and new revenue opportunities through data analysis.

Product Designer, Growth   *San Francisco, CA, United States* · **Aug 2025 - Oct 2025**
- Architected AI-assisted subscription and referral flows while building a scalable design system, leveraging A/B testing to increase task completion rates by 30%.

DreamlineAI

UX Engineer   *(Remote) FL, United States* · **Jun 2025 - Oct 2025**
- Partnered with developers and business analytics teams to architect AI-driven interfaces for B2B construction management, simplifying complex data visualizations to improve user experience by 20% and accelerate product adoption rates.

California State University - East Bay

Graduate Student Assistant   *Hayward, United States* · **Apr 2024 - May 2025**
- Executed multi-round usability testing with 70+ users to refine website navigation and content architecture, improving overall findability and demonstrating human-computer interaction principles.
- Led the development and execution of content experiments using A/B testing and audience insights to refine visual strategies, resulting in a 40% increase in engagement and significant growth in social reach.

Yellow Design Studio

User Experience Designer   *India* · **Jan 2022 - Jul 2023**
- Led end-to-end UI design and usability testing for web and mobile apps, translated user needs, and achieved a 30% increase in engagement through user-centered iterations and qualitative research.
- Redesigned digital identities for Lohia Worldspace, CMAI, and IGJS, driving a 40% surge in web traffic through optimized marketing collateral and storytelling.

Indo Global Export

Fashion Market Researcher (UX & E-commerce)   *India* · **Dec 2020 - Dec 2021**
- Optimized digital visual merchandising and e-commerce flows by blending fashion trends with behavioral data, driving a 25% engagement increase via Google Analytics.

Skills

- **User Research Methods**: Mixed-Methods Research, Heuristic Evaluation, A/B Testing, Diary Studies, Focus Groups, Accessibility Standards (WCAG), Monetization Strategy, User Life-cycle Analysis, ROI-driven Frameworks, Remote testing, Ethnography Research, Survey Design
- **Quantitative Tools**: Regression Analysis, ANOVA, T-tests, Factor Analysis, Minitab, Tableau (Basic Visualization), Financial Accounting, Unit Economics
- **Qualitative Analysis**: Dovetail, NVivo, Qualtrics, UserTesting.com, Dedoose, SurveyMonkey, Contextual Inquiry
- **AI Expertise**: Generative AI Prompts, AI-Enhanced User Research, AI-Driven Interface Design
- **Design & Prototyping**: Figma, Design Systems, Rapid Prototyping, Information Architecture, Adobe Creative Suite, Growth Design, Sketch, Balsamiq, AI-Assisted UI Design.
- **Programming & Data**: JavaScript (Front-end Fundamentals), HTML5, SQL, R, SPSS, Data Synthesis & Storytelling.
- **Collaboration**: Stakeholder Management, Product Roadmap Alignment, Cross-functional Teamwork (Product, Engineering, and Design)

Education

California State University - East Bay   **Aug 2023 - Aug 2025**
MS, Interaction design and Interactive art, Human–computer interaction
- **GPA:** 3.8

National Institute of Fashion Technology   **Jun 2016 - Jun 2020**
B.Des, Fashion/Apparel Design
- **GPA:** 3.6

Certificates

- **IRBMember - Basic/Refresher: CITI Program**
- **SocialandBehavioral Responsible Conduct of Research: Nov 2023, CITI Program**