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## TRAINER PROFILE

**Name** : **Anjali Bhatia, MBA, CUA, CXA**

**Academic Qualification:** **MBA, CUA, CXA**

### **BACKGROUND:**

Anjali has eight years of industry experience, of which five years are directly in the User Experience (UX) domain. Her consulting experience includes largescale projects that follow the entire UX methodology—such as Ecosystem Research, Structural and Persuasion Design, Detailed Design and Usability Testing. She has worked across various platforms like Web, Mobile, Tablets, ATMs, IVRs, and Physical Bank Branch environment. She has managed projects end to end, where she was responsible for planning, managing the team and timelines, and client coordination.

She has experience working with India, US, South Africa, UK and Singapore clients. She has led UX as part of agile projects, involving multi-functional teams.

Anjali teaches three of HFI's courses from the Certified Usability Analyst (CUA™) track: *Usercentered Analysis and Design*, *The Science and Art of Effective Web and Application Design*, and *Practical Usability Testing*. She has conducted both public and onsite courses, primarily across South Africa and India.

Previous to HFI, Anjali was a banker working with Citibank and was responsible for acquiring new client relationships, developing a customized investment and insurance portfolio for existing clients of the bank, and servicing their banking requirements.

In addition to her CUA and CXA certifications from HFI, Anjali has a Master degree Business Administration from Welingkar Institute of Management Development and Research, Mumbai (India).