



# ANJITHPAL JAYAPAL

## User Experience Lead

[ User Experience Lead | UX Architect | UI Design & Front-End Engineering ]

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### Core Competencies

User Experience Lead with nearly 17 years of experience across UX strategy, UI design, and UI development, delivering research-driven, user-centric solutions at scale. Extensive background working with organizations such as Microsoft, Harman, Samsung, and Aspect, enabling a strong, process-oriented approach to translating complex business requirements into intuitive and visually refined digital experiences. Known for producing pixel-perfect designs, applying usability heuristics, and leading cross-functional initiatives while remaining deeply hands-on in design execution.

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### EDUCATION

- 2009

Bachelor of Computer Applications  
SMU
- 2008

Diploma in Multimedia  
Brilliance -Xplora Thiruvananthapuram
- 2005

Diploma in Computer Science  
Engineering  
Government Poly Technic, Neyyattinkara

### LANGUAGES

- English
- Malayalam
- Hindi
- Tamil
- Kannada

## Experience Highlights

**RedBlack Rebalance**  
UX Leadership Experience

2017-2025

RedBlack Rebalance is a comprehensive portfolio management platform supporting continuous portfolio monitoring, real-time pre- and post-trade compliance, intelligent cash and tax management, high-volume portfolio rebalancing, streamlined order management, and accurate trade reconciliation, enabling increased operational efficiency, reduced risk, and improved client outcomes.

As UX Lead at Intelliflo, led end-to-end user experience strategy and front-end design execution across the platform. Defined human-centred design approaches through the creation of detailed user personas, journey maps, and storyboards, supported by market and user research. Applied usability evaluation methods including user interviews and card sorting to inform design decisions and drive product improvements.

Owned information architecture, instructional design, wireframing, interaction design, and visual design, delivering high-fidelity layouts and interactive prototypes that enhanced usability and engagement. Established and maintained a scalable design system and style guides, ensuring consistency and efficiency across product teams.

Partnered closely with engineering to uphold front-end development standards, contributing to the design and maintenance of core HTML and CSS/SCSS frameworks. Supported the product architecture by delivering robust, reusable layouts that accelerated development and ensured high-quality implementation.

Tech Used

**HARMAN – Samsung company**  
UX Lead

2015-2017

At Harman, I worked in the AI Connected Cars division, contributing to user experience initiatives for next-generation automotive interfaces. where I conducted in-depth user research, including contextual inquiries with clients, to better understand their workflows, needs, and challenges. In addition to this, I was also involved in the Symphony Summit project—an enterprise application

Tech Used

**Aspect**  
Sr UI-UX  
Contracted from Indecomm Global Technologies.

2014-2015

At Aspect, I was actively involved in various user experience and front-end development activities. My responsibilities included conducting user studies, creating personas, and designing wireframes to support product planning and interface design. As part of the research process, I traveled to Ireland to conduct contextual inquiries, gaining direct insights from users in their work environment. In addition to UX work, I also contributed to front-end development using Kendo UI and jQuery, along with HTML5, CSS3, and JavaScript, to bring the designs to life in a responsive and interactive

Tech Used

**Microsoft Research (MSR)**  
Sr UI-UX Designer  
Contracted from Aditi Technologies.

2012-2014

Microsoft Research (Offsite) — Jan 2014 to Jan 2015  
**Codalab:** Contributed to a cloud-based experimentation platform that enables users to upload code and datasets as flexible bundles, run experiments in customizable cloud environments, and publish results through interactive, shareable worksheets with dynamic tables and visualizations.

Microsoft Research (Offsite) — Feb 2013 to May 2018  
**TryF#:** Contributed to the development of an open-source, cross-platform, strongly typed functional-first programming language for .NET and JavaScript, designed to combine Python-like simplicity with the robustness and performance of C# and Java—enabling developers to build concise, expressive, and high-performance solutions for web, cloud, data science, and application development.

I collaborated on multiple projects with the Microsoft Research team, where I was responsible for both user interface design and front-end development for F# language portal ([fsharp](#)), the Spectrum Observatory ThinkTank ([spectrum-observatory](#)), and the CodaLab research platform ([codalab](#)).

Tech Used

## MY Skills

- UX Research
- Interaction Design
- Information Architect
- Usability Analyst
- UI Design
- wireframing
- Product Designer
- Design Systems Design
- Usability Testing
- Prototyping
- Iconography
- HTML 5
- CSS 3
- jQuery
- Bootstrap
- Kendo UI
- Sass
- Less
- Adobe Creative Suite
- Figma
- Icomoon
- Visual Studio
- Git
- Balsmiq
- Sketch
- UserZoom
- Maze
- Hotjar Engage
- Useberry
- Crazy Egg
- FullStory
- UsabilityHub
- Forms
- Tobii Pro