

# Cover Letter

Hi Hiring Manager,

Hope this finds you well.

I am a UX/UI Designer with deep expertise in crafting intuitive interfaces and content for immersive reality experiences across AR, VR, WebXR, mobile, and web platforms. My design approach is grounded in Lean UX principles, allowing me to iterate rapidly, reduce inefficiencies, and drive solutions that balance user needs with business goals.

With over 6 years of experience, I've led cross-functional design initiatives, facilitated workshops, and delivered scalable design systems for complex ecosystems. I specialize in turning qualitative and quantitative user data into actionable insights that inform product decisions and improve engagement. I actively integrate AI-powered tools into my workflow for ideation, prototyping, content generation, and user research, enhancing both speed and innovation in the design process. I'm also experienced in shaping strategy for new products and services, managing client delivery, and conceptualizing immersive content using platforms like ShapesXR.

As someone passionate about emerging technology and human-centered design, I'm eager to contribute my leadership and creative problem-solving skills to a forward-thinking organization building the future of immersive experiences.

[Portfolio Link](#)

Thank you for this opportunity.

Best Regards,

Anchal Malhotra

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# Anchal Malhotra

UX/UI Designer

[Portfolio](#)

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Experienced and strategic UX Designer with over 6 years of expertise crafting human-centered, immersive digital products using emerging technologies like WebXR, AR/VR, and AI. Adept at driving end-to-end design—from research and ideation to prototyping and delivery—for complex ecosystems. Skilled in running client and internal workshops, facilitating cross-functional collaboration, and shaping product strategies aligned with business goals. Known for delivering intuitive, scalable experiences powered by innovation and empathy.

## Expertise and Skills

- UX Strategy & Product Thinking
- **Immersive Design:** AR/VR, WebXR, Spatial UI
- **Prototyping:** Figma, ShapesXR, AI tools
- **Workshops:** Client & internal facilitation
- **Design Systems:** Scalable, accessible UI
- **User Research:** Personas, testing, journey mapping
- Cross-functional Collaboration & Delivery
- **AI Integration:** Smart workflows & content generation

## Experience

### Hogarth Worldwide – User Experience Designer (01/2024- Present)

- Strategize and design next-gen digital experiences, blending immersive tech and AI across global products.
- Lead workshops with clients and internal teams to co-create product visions, map user journeys, and uncover innovation opportunities.
- Utilize ShapesXR and AI-based tools to prototype high-fidelity experiences in WebXR, spatial, and 3D environments.
- Spearhead cross-functional alignment by articulating complex design solutions, driving shared understanding and delivery success.
- Actively shape roadmap for new service lines and product features by contributing to cross-org strategy discussions.
- Ensure accessibility standards and UX testing are part of the core delivery process.

### SMARTVIZX-We are VR, Noida, India – User Experience Designer (04/2023- 01/2024)

- Directed the design vision for immersive environments using Unreal Engine and WebXR.
- Designed end-to-end journeys including user research, personas, wireframes, and prototypes.
- Worked with AI-generated scenarios and visual enhancements to improve user interactivity.
- Led creative direction across 3D assets and animations, collaborating with developers and creative teams.
- Facilitated client workshops to prioritize features and conduct technical feasibility mapping.

● **BENNETT COLEMAN & CO. LTD., Noida, India - Senior Graphic/UI Designer (06/2018- 08/2021)**

- Boosted engagement across digital platforms, contributing to 60% rise in social media traffic.
- Led website revamp for Times Now, increasing time-on-site by 30% and reducing bounce rate by 20%.
- Collaborated with marketing and dev teams to deliver brand-aligned and responsive UI systems.

● **BOSTON CONSULTING GROUP (BCG), Gurugram, India- Graphic Designer (01/2017- 05/2018)**

- Design data-driven publications and business proposals for more than 20 blue-chip clients including Google, Reliance, and State Bank of India.
- Model promotional and business proposals and articulate stakeholders' design sprints to increase client relationships and services.

## Education

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- Goldsmiths, University of London -**MA in Virtual/Augmented Reality** - 2021-2022
- Maya Academy of Advanced Cinematics (MAAC) - **Diploma in Digital Media and design** - 2015-2017
- Jagannath Institute of Management Studies (GGSIU)- **Bachelors in Business Management** - 2012-2015