# ANISHA TULIKA

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## EXPERIENCE

Jul 2019
Present

### SearchLight Health Pvt. Ltd. (Apollo 247)
Product Designer

Working on problems related to healthcare discovery, relevance and growth in India. Owning the design and UX across various products and involved in the entire product life-cycle.

Designed Patient Health Records & App personalization for Apollo 247, Redesigned CureConsult - a healthcare discovery platform for surgical patients, personalized landing pages for hospitals' SEM campaigns.

Designed the 0 -> 1 product experience for SympAI - An AI based tool to predict diagnosis based on symptoms of the patient along with doctor & lab test recommendations. Designed knowledge base and diagnosis validator tools for physicians to create feedback loop for SympAI.

Oct 2016
Jul  2019

### YourStory Media Pvt. Ltd.
Visual Designer / UI Designer

Wore multiple hats in the end-to-end design process of flagship events - TechSparks, Future of Work, Women on a Mission and for partners like AWS, Facebook, Goa govt., Shell, Ola.

Solely in-charge of design and development for new digital products like YS Weekender, Campus Story.

Conceptualised and developed design ideas for new microsite of clients with promotional visuals and print collaterals. Major brands were AWS, WhatsApp, Dell, Cisco, Accenture, Nasscom.

Feb 2016
Apr 2016

### Hackerearth
Graphic Design Intern

Developed assets and images for hackathon websites of various clients by translating their ideas and inputs into working models. Designed and developed numerous marketing collaterals (logos, brochures, newsletters, infographics, presentations, and advertisements).

## EDUCATION

2013
2016

### National Institute of Technology, Durgapur
Master of Computer Applications

2010
2013

### St. Xavier's College, Ranchi
Bachelor of Computer Applications