

# ANUDHI LOK



London, UK

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## PROFILE

Google-certified digital designer with a strong analytical foundation, designing user-focused digital experiences across web and digital media. Highly organised and detail-oriented, combining structured problem-solving with visual design skills. Experienced in website and digital content creation, with a strong willingness to learn and develop new skills.

## EXPERIENCE

### Educational Resource Developer & Educator

Union Education Group | Jan 2023 - July 2025

- Designed and produced curriculum-aligned mathematics resources (worksheets, practice papers, teaching guides, presentations) for students of all ages.
- Developed commercially sold practice papers, contributing to revenue-generating educational products.
- Simplified complex mathematical concepts into structured, accessible learning materials tailored to varying ability levels.
- Iteratively refined resources through feedback, peer review, and trial runs to ensure accuracy, usability, and curriculum alignment.
- Managed multiple concurrent projects using Asana, consistently meeting deadlines while maintaining high attention to detail.

## EDUCATION

### Mathematics BSc

Royal Holloway University of London | 2023

### A-Levels: Maths, Further Maths, Biology

North Liverpool Academy | 2020

## CERTIFICATIONS

### Google UX Professional Design Certificate

Coursera | 2025

### Responsive Web Design Certification (HTML/CSS)

freeCodeCamp | Pending

## PROJECTS

### Responsive Web Design | Studioloku

Client Project | UX & Website  
Design | Figma, Wix

- Conducted user research and competitor analysis to define key user needs and information architecture.
- Developed wireframes and interactive prototypes, refining layouts through usability testing.
- Built and deployed the final responsive website using Wix.

### Branding & Content Design | Lalana

Client Project | Brand & Digital  
Content Creation | Instagram,  
Canva

- Developed a cohesive brand identity and digital content direction for a client.
- Created visual branding assets and defined brand guidelines aligned with target audience.

## DESIGN SKILLS

UI/UX design · Wireframing ·  
Prototyping · UX research ·  
Usability testing · Information  
architecture · Typography ·  
Content/brand design ·  
Responsive web design

## TECHNICAL TOOLS

Figma · Illustrator · Photoshop ·  
InDesign · Canva · Microsoft 365  
· Wix · Asana · Notion