



Ankit Anand

Experience

Intuit — Product Design Intern
June 2024 - Ongoing

- Enhancing the **developer experience** on internal development portal.
- Actively shaping the **end-to-end experience** for the 'Traffic-Service experience'.
- Conducting user and market research** to enhance the overall experience.

actyv.ai — UX/UI Designer
Feb 2020 - Aug 2022

- Designed over **12 digital products** from inception, tailored for web and mobile, resulting in substantial client acquisition, notably with Fortune 500 corporations.
- Actively **initiated** and participated in **collaborative** product design experiments with founders, ensuring seamless product deployment.
- Conducted **market research** in **collaboration** with diverse management teams to enhance product offerings.
- Orchestrated a **unified product** suite with a consistent visual identity and established a robust design system aligned with the founder's vision.

Freelance — UX/UI Design Consultant
Aug 2022 - July 2023

- actyv.ai: Demonstrated continuous leadership and mentor-ship on ongoing projects, consistently meeting expectations. Efficiently managed responsibilities and maintained high standards with the assistance of a single designer.
- PODWorld: Worked on a website for investors and startups interaction for raising funds, and connecting with each other.
- Pahal Design & Rainush: Created collaterals for Bangalore Fashion Week and designed multiple posters and brochures. Photographed the Bangalore Fashion Week for Rainush.

Recent Projects — Academic Projects
Apr - Dec 2024

- Empowering Teachers with Gen AI for Preparing Study Materials: Explored the intersection and nuances of UX/UI design with "Gen AI" integration.
- Identified opportunities to expand the **digital product user base**, going beyond traditional UX/UI boundaries.
- Prioritized diverse accessibility in the digital products to ensure inclusivity.
- Leveraged effective insights to suggest technology-driven design interventions, aiming to significantly impact the education sector and improve learning outcomes in rural and semi-urban schools.

Other Experience

Guest Lecture/Mentor
BIT, Tamil Nadu and NIFT, Patna for India Skills

Certifications

Master Accessor, India
Master Trainer, India
Both 2019, from Retailers Association Skill Council of India - RASCI



A Digital
Product Designer

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Education

National Institute of Design, Bengaluru - 8.1/10

Master of Design (M.Des) in Universal Design

2022-Ongoing

National Institute of Fashion Technology, Bengaluru - 8.4/10

Bachelor of Design (B.Des) in Fashion Communication

2015-2019

Tools & Skills

Tools

Figma	InDesign
XD	Office
Miro	Premier Pro
Illustrator	Fusion 360
Photoshop	

Design

UX Design, Assistive Technology, Inclusive Design, UI Design (Interaction) Accessibility, Wireframe, IA, User Flows, UI Design, Prototyping, Visual Design, Design System, Data Visualisation, Branding, Prototyping, Workshop

UX Research

Design Research, Interviews, Contextual Inquiry, Insights, Competitive Analysis, Hierarchical Task Analysis, Data Analysis, User Interviews, User Journey Mapping, Usability Testing, Research Synthesis, User Stories, Jobs to be Done

Awards

SAP Design Summit'23
Silver Medal

WorldSkills 2019, Kazan, Russia
Medallion of Excellence

IndiaSkills 2018, New Delhi, India
Silver Medal

IndiaSkills South 2018
Gold Medal

Speaker

At Vogue Institute of Art & Design, Bengaluru, for VM (Design & Execution)