

# Ananya Karanwal

## Product Designer

Based in New York

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### EXPERIENCE

#### **Elixirr, Product Designer**

JUL 2023 - PRESENT

Led end-to-end Product design for enterprise products across finance, insurance, and mobility, supporting thousands of global users.

- Designed an analytics dashboard for Gallagher, improving internal workflows. Reducing task time by 50% and increasing user satisfaction by 35%.
- Unified 8 acquired websites for WillScot, driving 30% higher engagement and 25% fewer navigation errors for 85k+ customers through UX research and improved IA.
- Redesigned navigation and dashboards for Lincoln Financial's customer portal, improving discoverability and increasing task efficiency by 40%.
- Led UX, UI, and design system work for Actuate Insurance during a rebrand, delivering a scalable, mobile-optimized site that increased engagement by 45%.
- Partnered with product and engineering on an AI-powered fleet management app, contributing to a demo that helped secure a partnership with Allstate.

#### **Tata Consultancy Services, UI/UX Designer**

AUG 2019 - JUL 2021

Delivered UX solutions for complex admin systems, simplifying user and access management through cross-functional collaboration in agile teams for multiple clients.

- **Microsoft, UI Designer—Contract**

Designed and customized Microsoft Teams chat and channel experiences for millions of users in hybrid work environments. Delivered enterprise-specific solutions for clients like Nestlé, SBI, and Westpac, resulting in a 35% increase in employee engagement and a 25% improvement in cross-client communication efficiency.

- **PayPal, UI UX Designer—Contract**

Designed a dashboard to streamline workflows for 3k+ employees and led UX audits across 50+ screens, identifying gaps that drove a 48% increase in user activity.

- **Walmart, UI Designer—Contract**

Redesigned an agile project management platform, improving usability for complex tasks like backlogs and reports with an 85% first-attempt information retrieval rate.

#### **Adidas, Experience & Marketing Intern**

JAN 2018 - APR 2018

Supported the design and execution of in-store experiences and product campaigns for Adidas Originals and Reebok, strengthening brand presence and customer engagement.

### ABOUT ME

5+ years of experience designing enterprise and consumer digital products, specializing in complex workflows, navigation design, and scalable design systems.

### EDUCATION

#### **MFA Design & Technology**

Parsons School of Design, NY  
2021 - 2023

GPA: 3.92 / 4.00

#### **BA Communication Design**

Nottingham Trent University  
2015 - 2019

GPA: 3.47 / 4.00

### TOOLS

Figma, Relume AI, Maze, Sketch, Principle, Adobe Creative Suite, InVision, Miro, HTML/CSS, JavaScript

### DESIGN SKILLS

Design Thinking, Competitive Analysis, Information Architecture, Design Systems, Accessibility (WCAG), Usability Testing, User Research (Interviews, Surveys), Heuristic Evaluation, Qualitative & Quantitative Testing, Journey Mapping, User Flows, Prototyping, Wireframing, Product Strategy

### COLLABORATION

Atlassian JIRA, GitHub, Azure, Notion, Teamgantt