

Anamitra Jana

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SUMMARY

Product designer with 3 years of experience delivering impactful, business-oriented solutions for notable companies such as Toyota (TMF: Increased partnering NPO's operational efficiency by 26.24%), Featurely AI, and IU Redlab. Specializes in end-to-end design processes: user research, product ideation, prototyping, and testing. Effective cross-functional collaborator (CTIL: led innovation with AI/ML researchers and SDEs) and certified IBM Enterprise Design Thinking Practitioner.

SKILLS

Design: User Research, Customer Journey Mapping, Storyboarding, Rapid Ideation, User Flow, Information Architecture, Interaction Design: Wireframing & Prototyping, Data Visualization, Design Systems, Usability Testing, CUI Design, Visual Design, Web Accessibility (WCAG 2.2)

Tools: Figma, Adobe Creative Cloud (Photoshop, Illustrator, Premiere), Sketch, ProtoPie, Miro, Dovetail, Qualtrics, UserTesting, Voiceflow, Vercel v0, Lovable, Bolt, Jira, Zapier, Make, Webflow, Framer, Google Analytics, MS Clarity.

Collaboration: Business Modelling, Lean Six Sigma, Roadmap Planning, Agile Methodology, Enterprise Design Thinking

WORK EXPERIENCE

Product Designer | Featurely AI

May 2025 – June 2025

- Validated critical market opportunity through user interviews with 25+ founder and user researchers, uncovering key gaps in early-stage product validation that informed core product strategy and positioning.
- Designed and delivered 4 core user flows for the MVP, featuring over 45 high-fidelity screens using Lovable and Figma within a one-week sprint.
- Established a cross-functional collaboration framework with the CEO and Head of Product, facilitating rapid iteration cycles and ensuring design decisions aligned with business objectives and technical constraints.

Product Designer | IU Redlab, IN

January 2023 – April 2025

- Designed an innovative generative AI system projected to slash firefighters' report documentation time by 50%, improving emergency service efficiency based on user insights.
- Secured stakeholder investment in an AI-powered solution by uncovering critical user pain points through firefighter interviews and field studies, directly influencing product roadmap and team expansion.
- Elevated prototype quality through 3 rounds of user validation with firefighters, ensuring the solution addressed real-world emergency response challenges.
- Expanded project scope and secured additional resources by effectively communicating research findings to stakeholders, resulting in team growth to include data scientists and developers.

Product Designer | Toyota Mobility Foundation

July 2023 – June 2024

- Boosted food pantry operational efficiency by 26.24% and reduced check-in times by 39.6% through a custom translation web application addressing critical language barrier bottlenecks.
- Transformed complex charitable food distribution systems through in-depth ethnographic research and service design methodologies to identify high-impact intervention points.
- Implemented Lean Six Sigma techniques to create value stream maps and visualize intricate food supply chain workflows, pinpointing optimization opportunities.
- Led cross-disciplinary collaboration through design sprints that rapidly transformed research insights into a scalable translation solution tested in live pantry operations.

UX Research Assistant | Indiana University, IN

August 2022 – December 2022

- **Uncovered critical accessibility barriers for disabled employees** through comprehensive field research with 20+ participants across diverse workplace settings.
- **Established an authoritative knowledge base on workplace accessibility challenges** by synthesizing findings from over 40 research papers and digital ethnography.

Design Intern | Indesign Elements Studio, Pune

September 2020 – January 2021

- **Revitalized company's online presence** through a comprehensive website redesign and unified design system based on market research and user testing data.
- **Spearheaded high-impact marketing campaigns for multiple B2C clients**, driving brand strategy through high-impact visual design.

EDUCATION

Indiana University Indianapolis, MS Human-Computer Interaction (CGPA: 3.8)

Indianapolis, IN, US

Amity University, BS Civil Engineering (CGPA: 3.3)

Kolkata, India

CERTIFICATION

Enterprise Design Thinking Practitioner, IBM, February 2024

Designing Conversations with Voiceflow & CDI, Conversation Design Institute, February 2024

Google UX Design Professional Certificate, Coursera, October 2021