Anusha Thalnerkar

Product Designer, San Francisco

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Experience

Visual Designer, Airbyte

San Francisco, California | Jan 2025 - Present

- Improved core billing flows for global Cloud customers, making cost drivers clearer and reducing support tickets.

- Led a 4-month website rebuild and rebrand, resulting in a 12% conversion lift and $1M+ pipeline within 30 days.

- Helped scale the brand by refreshing the style guide and creating reusable assets across marketing, events, and newsletters.

Product Designer, Collaborative Earth

Remote, United States | Jan 2024 - Feb 2025

- Developed an AI-driven search engine and open-source database for forest restoration practitioners, reducing document review time by 2× by summarizing datasets and research papers in collaboration with data scientists.

- Conducted usability testing with 15+ users across 5 countries, synthesizing qualitative and quantitative insights to drive 3 key decisions on feature prioritization, smart insights, and team collaboration.

- Co-led visual design and contributed to the Figma design library by creating reusable UI components and visual assets to ensure consistency across the platform.

Senior Graphic Designer, Unacademy

Bengaluru, India | Sep 2020 - Sep 2022

- Executed brand campaigns for an education platform by creating brand illustrations and design language across 5 educational centers, increasing launch event foot traffic by 20% within 2 weeks.

- Spearheaded social media campaigns and branding for 15+ YouTube channels, creating marketing assets that drove a 25k increase in followers and an 8% rise in subscriptions.

- Built a design system library for cross-functional teams, standardizing reusable icons, illustrations, animations, and interaction details to improve efficiency and consistency across the product.

UI Designer, Fractal Ink Design Consultancy

Mumbai, India | Jan 2020 - Apr 2020 & May 2019 - Jun 2019

- Designed and shipped web and mobile apps for Godrej Security Solutions' home camera product, collaborating cross-functionally to achieve 5k+ downloads in the first month. Established a UI style guide to ensure consistency and speed up delivery.

- Worked with B2B and B2C clients, Bajaj Finserv, Axis Bank, Aditya Birla, by designing user flows, wireframes, and prototypes to improve overall product usability.

Skills

Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · Competitor Analysis Design Strategy · Affinity Mapping · User Flows

Design

Visual Design · Illustration · Iconography · Typography · Brand & Identity · User Interface Design (UI) · Data Visualization · Design System · User Experience · Interaction Design · Prototyping · Wireframing · Low-High Fidelity Mockups

Software

Figma · Chat GPT · Sketch · Notion · Framer · Photoshop · Illustrator · After Effects · Miro · Marvel · Zeplin

Other Skills

Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach · Calligraphy Lettering · Eye for detail

Recognitions

SF Climate Week | 2024

Presented Coral Reef Preservation system and joined a fireside chat with 30+ climate professionals

Mask for Unity Campaign x SVA | 2020

Created an AR filter to raise awareness of racial attacks on social media

Femme Type (Now Type 01) | 2020

Typography work recognized in the Type directory amongst other type designers

Coca Cola x Adobe x You | 2017

Illustration featured on the affiliated site of Adobe Blog

Certifications

UX Design Kickstarter Workshop

Growth School | 2022

Human - Centered Design: An Introduction

Coursera | 2022

Hello Design Thinking

IDEO U | 2020

Introduction to Typography

Coursera | 2017