

# Ananya Karanwal

## Product Designer

[ananyakaranwal.com](https://ananyakaranwal.com)

LinkedIn Profile

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### EXPERIENCE

#### Geminisoft Solutions, *Product Designer L2*

JAN 2026 - PRESENT

Leading UX strategy and design system development for enterprise B2B SaaS products, partnering with product and engineering across full end-to-end delivery.

#### Elixirr, *Product Designer*

JUL 2023 - JAN 2026

Led end-to-end product design across enterprise SaaS platforms — owning research, information architecture, interaction design, and design system delivery for global clients.

- Gallagher analytics dashboard: redesigned complex internal workflows, reducing task completion time by 50% and increasing user satisfaction by 35%.
- WillScot digital consolidation: unified 8 acquired websites through UX research and IA redesign — 30% higher engagement, 25% fewer navigation errors across 85k+ customers.
- Lincoln Financial portal: redesigned financial infrastructure flows and navigation — 40% improvement in task efficiency across consumer financial product.
- Actuate Insurance rebrand: led UX, UI, and design system — delivered WCAG 2.1 compliant, mobile-optimised site with 45% engagement uplift.
- Allstate partnership: co-designed an AI-powered fleet management app; prototype contributed to securing a strategic enterprise partnership.

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

AUG 2019 - JUL 2021

Enterprise UX for global clients across hybrid work, payments and retail

- **Microsoft, UI Designer—Contract**  
Designed Teams chat and channel experiences for millions of users; delivered enterprise solutions for Nestlé, SBI, and Westpac — 35% ↑ employee engagement, 25% ↑ communication efficiency.
- **PayPal, UI UX Designer—Contract**  
Designed dashboards for 3,000+ internal employees and led UX audits across 50+ screens — 48% ↑ user activity.
- **Walmart, UI Designer—Contract**  
Redesigned agile project management platform — 85% first-attempt information retrieval rate across complex backlog and reporting workflows.

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

JAN 2018 - APR 2018

Designed in-store experiences and product campaigns for Adidas Originals and Reebok — bridging physical and digital touchpoints to strengthen brand presence.

### ABOUT ME

5+ years designing enterprise and consumer-facing digital products across fintech, insurance, B2B SaaS, and mobility. Specialises in design for complex workflows, scalable design systems, and cross-functional collaboration. Proven track record shipping financial infrastructure, and AI-powered tools.

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

### DESIGN SKILLS

Interaction Design, Design Thinking, Competitive Analysis, Information Architecture, Design Systems, Accessibility (WCAG 2.1), Usability Testing, User Research (Interviews, Surveys), Heuristic Evaluation, Qualitative & Quantitative Testing, Journey Mapping, User Flows, Prototyping, Wireframing, Product Strategy

### COLLABORATION

JIRA, GitHub, Azure, Notion, Teamgantt, Agile, Notion AI, GitHub