Ananya Bhutani
Product Designer

ananyabhutani912@gmail.com

+91 88180 19600

[Portfolio](#)   [LinkedIn](#)   [Behance](#)

I'm a product designer who loves turning messy workflows into clear, usable systems. Working across **AI and healthcare** has taught me to design with **intention, logic, and a lot of curiosity.** I'm steadily sharpening my craft and bringing a thoughtful, system-first approach to every project I work on.

EXPERIENCE

VISCR AI
Bengaluru

Product Designer — Sep'25 - Present

Designing core workflows for **VISCR's agentic AI platform,** including chat interactions, automation journeys, and the intent-enabled app store. Lead Development of the Beta launch website and the full design system standardizing tokens, components, and patterns across squads reducing clarification cycles and improving cross-team alignment for a more scalable product experience.

Indishoe Company
Gurugram

Assistant Design Manager — Feb'25 - Aug '25

Lead the design and development of Reyna, driving branding, product innovation, and market relevance. Oversee trend research, UX-focused design, and cross-functional collaboration across production, sourcing, and launch execution **delivering a 20%+ improvement in brand visibility and engagement.**

Aethera
Gurugram

Founder — Oct'24 - Jan '25

Started a small handcrafted candle and gifting brand on Instagram. Designed custom boxes, upcycled materials, and managed end-to-end orders, shipping 40+ packages in 3 months.

Bosch Global Software Technologies
Bengaluru

UX & Industrial Designer | Internship — Jun'23 - April'24

- UX and Industrial Design strategy for Vivalution WSI, a digital pathology device series, improving usability and achieving a 20% reduction in production costs through modular design.
- Designed form factor and UI for MVP iterations, integrating features like an automatic slide loader and optimizing workflows through user interviews and testing.
- Conducted end-to-end user research interviews, focus groups, & usability studies to enhance interaction and stakeholder engagement, contributing to a UX Maturity Level 3 case study.
- Conceptualized a hormone monitoring system with an app-connected ecosystem, aimed at reducing clinic visits by 80% for IVF patients.

1k Entrepreneurs
Bengaluru

Visual Designer | Internship — Aug'22 - Aug'23

- Crafted compelling social media visuals for IQ Canada & Boudhik Ventures, boosting brand engagement by 42%.
- Designed IncubariumX's brand identity, yielding a patented logo.
- Curated Indodent's branding and packaging, elevating the Indian oral care brand's recognition.

EDUCATION

National Institute of Fashion Technology Bengaluru

Top of class · NIFT Meritorious Student '24   2020-24

Bachelors in Fashion & Lifestyle Accessory Design

SKILLS

Design : Product Design, Interaction Design, Design Systems, Workflow Mapping ,Design Systems Component Libraries, Wireframing & Prototyping, Cognitive Psychology

Research : User Interviews, Contextual Inquiry, Usability Testing (prototype-based), Competitor Analysis, Journey Mapping, Task Flows, Synthesis & Insight Mapping, Problem Framing, Stakeholder Alignment Workshops

ToolBox : Figma, Adobe Suite (Ps, Ai, Id), Spline, Procreate, Blender, Fusion 360, Keyshot, AutoCAD 2D/3D, Rive/Lottie, Notion.

AI Fluency : GPT, Claude, Stitch (AI wireframing), Figma Make & Variant, Strella & Loveable.

CERTIFICATIONS

Design for Thought & Emotion
The Interaction Design Foundation

AI for Designers
The Interaction Design Foundation

Design for a Better World
The Interaction Design Foundation

AWARDS & LEADERSHIP

- **NIFT Meritorious Student** '24
- **Academic Scholar** '22
- **NIFT Spectrum** '22
  Decorations Head
- **NIFT, Student Council** '21-22
  Secretary of Environment Club

SELECT PROJECTS

Jade Specialty Hospitals *Brand Identity System*
Designed the complete visual identity and brand system for Jade Specialty Hospitals (Hyderabad) in collaboration with Studio Wide Eyed.

Tamada Media *3D Interactive Calendar*
Designed a culturally rooted, interactive 3D calendar for the Andhra Pradesh government's gifting ceremony for International Yoga day event, in collaboration with Tamada Media.