

# Kunal Anand

## Product Designer

London, UK



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### Skills

**Design:** User flows | User Journey | Wireframes & Mock-ups | Heuristic analysis | User Interface design (UI) | Strategy & vision presentations | Adobe XD | Figma | Illustrator | Motion Design | Visual design | Animation | Micro Interaction | Empathy mapping | After Effects | Premiere Pro | Adobe Suite | Information Architecture (I.A.) | Production redlines | Style guides & pattern library | High / low fidelity prototyping | Design systems | Data-driven design | Accessibility design WCAG 2.1 | WordPress

**Research:** Industry / Desk research | Data analysis (quantitative & qualitative) | User research | Task analysis & persona hypothesis | Research synthesis | Competitive analysis | User testing & A/B testing | Cognitive walkthrough | Contextual Inquiry | Concept sketches

**Collaboration:** Organising workshops | Facilitating design critique | Stakeholder management | Interdepartmental communication | Critical thinking and problem-solving | Cross-functional communication | Agile | Double Diamond methodology | Zeplin | Design thinking

### Work Experience

#### Product Designer

##### Freelance

December 2022 – Present, London

- Currently working on projects in the Banking sector (India) and the Gaming sector (US)
- Design engaging and user-friendly web and mobile app solutions
- Adhere to design principles, visual design laws, and accessibility guidelines (WCAG 2.1)
- Deliver high-quality designs on time and within budget
- Conduct user research and testing to enhance usability and accessibility
- Collaborate effectively with cross-functional teams and clients
- Emphasise project management skills and attention to detail
- Committed to designing inclusively for a positive user experience

#### Manager (UX Design)

##### KPMG

January 2017 – August 2021, New Delhi

- Worked on products from research to design delivery
- Implemented new designs and concepts in native mobile apps, websites, SaaS tools, intranet, internal/external documents, and pitch decks
- Developed and executed design strategies, UX processes, design systems, wireframes, and interactive prototypes
- Established design pipelines and facilitated design reviews with stakeholders
- Collaborated closely with product managers, developers, researchers, and the marketing team
- Worked on projects in various industries including banking, FinTech, oil & gas, automobile, healthcare, e-commerce, and others.

## Art Director

### Axtria

July 2015 – December 2016, Gurugram

- I carried out internal design work and produced videos for various activities like interviews, seminars, events, and demos. In addition, I also designed the company's brand identity.

## Production Designer

### CEB (Gartner)

November 2012 – February 2015, Gurugram

- I was responsible for creating design layouts for the company's web & print materials. I was also doing project management for my design team.

## Associate Art Director

### SPELLMEDIA

October 2011 – September 2012, New Delhi

- This was an ad agency and I worked as a lead designer for their B2B and B2C clients.

## Education

**MA** in Interactive Media Practice (HCI, UX, Design)

### University of Westminster

Grade: Distinction

August 2021 – October 2022, London

- Initiated and led several experimental projects involving augmented reality for mobile & tangible interactions, web usability, UX/UI lifecycle & testing and products for social change.

**BA** in Mass Communication (Merit)

### Sikkim Manipal University

Grade: Merit

August 2012 – October 2017, New Delhi

- Studied and explored design, visual communication, media studies, social media campaigns, storytelling, editing, journalism and ethics.

**Diploma** (2 years) - **Applied arts**

**Diploma** (2 years) - **Graphics & Editing**

**Diploma** (1 year) - **Computer applications**

## Important Links



[anandkunal.com](http://anandkunal.com)



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