Achuta Anekal

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Experience

Palantir
Product Design Intern / May 2023 - Aug 2023

Led UX strategy and design for a tool to empower DoD client admins in configuring user attributes for enhanced access provisioning within Palantir Foundry. Designed vision mocks for a third-party application governance tool with metric-based app usage tracking.

Obvious
Product Designer II / May 2021 - July 2022

Grab: Designed a 0-to-1 self serve Ads platform which led to a 100% YoY revenue growth. Worked closely with product to help define scope and MVP versions of the platform. Owned generative research responsibilities and shipping core workflows of ads creation and ads management.

slice: First designer for New Initiatives teams. Drove visual conceptualizations and ran design activities to design a web3 application to present and store your decentralized identity domains.

Thence
UX Designer / Aug 2020 - Apr 2021

Angel One: Owned designs for the web stock trading platform. Shipped user-facing features, like Portfolio management and stock details, stewarding us as we expanded from 1M users to 6M+ users.

ZillSkill: Built a kids learning platform and designed unique features like 'Sequels', a story based representation to help kids discover their inner curiosity and natural capabilities.

NSRCEL at IIMB
Service Design Consultant / Aug 2020 - Apr 2021

Worked with founders and professors at NSRCEL, an incubator at Indian Institute of Management Bangalore (IIMB), to redesign the incubation program and Women's Startup Program using service design principles.

Projects

Salesforce
Product Designer / Capstone / Sept 2023 - Present

Working with Salesforce to craft an AI-driven user engagement effort for Trailhead, a learning platform, to foster more community interaction and collaboration with the help of AI agents.

Check AI
A citizen-driven violation reporting app / Academic Research

Led my team to fully redesign the Bengaluru Police violation reporting app through game design and ML automation using a state-of-the-art neural net. This project was presented at the IEEE ICAECC conference and published in IEEEXplore.

Private Blockchains
A study on consensus algorithms / Academic Research

As a researcher at the Information Security, Forensics and Cyber Resilience Centre at PES University, I presented a paper on performances of consensus algorithms in Private Blockchain networks at the Blockchain Congress in Italy. It is published in Springer Proceedings.

Education

Indiana University
M.S. Human Computer Interaction
2022 - 2024 (Expected)

PES University
B.Tech in Electrical Engineering
2016 - 2020

Skills

UX Design	Prototyping
Product Strategy	Wireframing
User Interviewing	Design Systems
Design Research	Figma & Sketch
Visual Design	Adobe Suite
Systems Thinking	Excel & Sheets