

Anuja Harsha Nimmagadda

Principal-Level Product Designer — Enterprise UX • AI/ML • Systems Design

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SUMMARY

Principal-level Product Designer with 13 years of end-to-end experience across B2C consumer products, B2B enterprise platforms, AI/ML workflows, systems design, mobile, and web. I specialize in modernizing complex workflows, simplifying multi-step systems, and bringing clarity to ambiguous, undefined problem spaces.

My strength is intuitive, pattern-driven design shaped by a long, diverse career — spanning 50+ mobile/web apps, enterprise-scale redesigns, and advanced AI/ML workflows. I operate as a UX leader: aligning engineering, data science, and product teams; driving cross-functional clarity; advocating for UX maturity; and mentoring designers with structure and confidence. I work at the intersection of product strategy, systems architecture, and user-centered design, helping teams build scalable, intelligent, high-impact experiences.

EXPERIENCE

Senior Product Designer

Cloud Software Group (WebFOCUS/IBI) • Aug 2022 – Nov 2025

- Led UX modernization across multiple legacy product areas, operating as the de-facto Principal Designer in an engineering-first organization with low UX maturity.
- Established structured discovery, SME outreach, UX→PM→Eng alignment, and ticket-writing templates that became team-wide standards.
- Frequently initiated alignment among PMs, engineers, architects, and Principal DS—driving clarity in ambiguous spaces where others hesitated to challenge technical constraints.
- Elevated UX maturity by mentoring designers, demonstrating cross-functional leadership, and influencing product strategy through research, prototyping, SME testing, and implementation alignment.

KEY ACHIEVEMENTS:

- **Recognized** by senior leadership in a company-wide meeting for early impact on ReportCaster and DSML within my first 6 months—solidifying my role as a cross-functional UX leader.
- **ReportCaster Modernization:** Redesigned a 40-year-old scheduler powering millions of BI jobs/year; achieved 60% fewer clicks, 50% faster completion, and consolidated 3 fragmented tools → 1 guided workflow.
- **ML Functions Redesign:** Led end-to-end ML workflow revamp; delivered 100% discoverability, 2-click entry, 50% faster setup, and 60% fewer configuration errors for non-expert users.
- **IQ Plugin (DSML Hub):** Designed a unified hub that centralized NLQ, ML, and Insights into contextual, business-friendly flows; significantly improved discoverability, usability, and adoption across DSML features.

Senior UX/UI Designer (Consultant)

InfoTriangle Technologies / T3 Solutions • Feb 2022 – Jul 2022

- Designed a matrimony management mobile app concept, including onboarding, dashboards, and guided workflows.
- Provided UX support across multiple client needs while searching for a full-time placement.

Freelance Product & UI/UX Designer

Independent Consultant • Apr 2017 – October 2021

- Delivered UX, UI, mobile app designs, branding, and product concepts for 10+ small businesses and startups.
- Designed CRM systems, marketing sites, dashboards, and mobile experiences.
- Provided end-to-end product support: discovery, IA, wireframes, visual design, prototypes, and handoff.
- Created concept projects mobile applications.

UX Designer

F1 Studioz • Dec 2016 – Mar 2017

- Designed multiple enterprise B2B products, including a conference room booking system and internal tools.
- Worked in a fast-paced agency model delivering rapid UX cycles.

UI/UX Designer

9P Studioz • Aug 2012 – Nov 2016

- Sole designer for a mobile app development startup, delivering UX/UI for 50+ apps.
- Designed mobile games, productivity apps, branding, icons, and animations.
- Created complete mobile user experiences, from wireframes to shipped UI.

CORE UX SKILLS & PRODUCT SKILLS

Enterprise UX • Workflow Design • Interaction Design • Information Architecture (IA) • UX Strategy • Usability Testing • Heuristic Evaluation • Accessibility • Visual Design • Mobile UX • Web UX
AI/ML Product Experiences • AI Workflow Design • Systems Thinking • Enterprise Modernization • Requirement Gathering • UX Documentation • Cross-Functional Collaboration

TOOLS

Figma • FigJam • Figma Make • Cursor • Vibe Coding • GPT/AI Tools • Adobe Suite • HTML/CSS

EDUCATION & CERTIFICATIONS

Master's Degree in English

Bachelor's Degree in Animation & Visual Effects

Bachelor's Degree in English Literature

MIT xPRO — AI & Machine Learning in Product Design

Georgia Tech — Human-Computer Interaction