

# ANUJA HARSHA NIMMAGADDA

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## PRINCIPAL PRODUCT DESIGNER

### SUMMARY

**Systems-first Product Designer** with 13 years of experience across enterprise SaaS, AI/ML workflows, and legacy modernization. Specialize in navigating ambiguity—transforming undocumented, deeply technical problem spaces into scalable, intuitive experiences.

Shaped product direction of mission-critical BI platform (20M+ jobs/week) without formal authority—earning trust from 30-year engineering veterans and full autonomy from design leadership through deep system understanding. Earlier career: shipped **50+ consumer apps** including a game with 12K downloads in week one.

### KEY SKILLS

**Design Leadership:** Product Design, UX Strategy, Design Systems, Cross-functional Leadership, Engineering Partnership, Mentorship

**Specializations:** Enterprise UX, AI/ML Workflows, Legacy Modernization, Systems Thinking, Ambiguity Navigation, Constraint-Driven Design

**Methods:** SME Interviews, Architecture Mapping, Usability Testing, Prototyping, Heuristic Evaluation, Support Ticket Analysis

**Tools:** Figma, FigJam, Adobe Creative Suite | HTML, CSS, React, Next.js, TypeScript | AWS, GitHub

### EXPERIENCE

#### SENIOR UI/UX ENGINEER (Principal-Level Scope)

Aug 2022 – Nov 2025

*Cloud Software Group (WebFOCUS/IBI)*

- Led UX modernization across multiple legacy product areas; embedded in weekly support meetings to surface real customer pain points
- Partnered with Directors of Design, Engineering, and Product on platform strategy; collaborated closely with Lead Architect and Design System leadership
- Only designer to work across all major WebFOCUS systems; requested and led 3 high-impact initiatives simultaneously (ReportCaster, ML Functions, IQ Plugin)
- Delivered org-wide design demos to 150-200 people; co-hosted Virtual User Group Sessions for enterprise customers

#### ReportCaster — Re-architecting a 50-Year-Old Scheduling Engine

- Requested assignment to largest deferred initiative; redesigned mission-critical scheduler (20M+ jobs/week): **5+ clicks → 2** for schedule creation
- First to document the end-to-end system; consolidated 5 fragmented subsystems into unified architecture by partnering with SMEs and analyzing support tickets
- Shipped in WebFOCUS 9.3; created the mental model that unblocked engineering, PM, and support

#### ML Functions — End-to-End Machine Learning Workflow

- Redesigned ML model training to make data science workflows accessible to non-technical users: **12+ clicks → 7-9** with guided 4-step wizard
- Introduced 2-click entry point; collaborated with Principal Data Scientist to validate model evaluation flows

#### IQ Plugin — Unified DSML Hub (NLQ + Insights + ML)

- Architected unified hub for 3 fragmented intelligence features; created system architecture organizing insights, NLQ, and ML into single learnable model
- Defined product vision before requirements existed—PM wrote engineering tickets from my designs; positioned against Power BI, Tableau, Qlik

**SENIOR UX/UI DESIGNER (Consultant)**

Feb 2022 – Jul 2022

*InfoTriangle Technologies / T3 Solutions*

- Designed mobile app concepts including onboarding, dashboards, and guided workflows for enterprise clients

**FREELANCE PRODUCT DESIGNER**

Apr 2017 – Oct 2021

*Independent Consultant*

- Delivered end-to-end UX/UI for 10+ small businesses and startups: CRM systems, marketing sites, dashboards, and mobile experiences

**UX DESIGNER**

Dec 2016 – Mar 2017

*F1 Studioz*

- Designed enterprise B2B products including conference room booking system in fast-paced agency environment

**UI/UX DESIGNER**

Aug 2012 – Nov 2016

*9P Studioz*

- Sole designer for mobile app startup; delivered UX/UI for 50+ apps including games, productivity apps, and branding

**AI-ASSISTED DEVELOPMENT**

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Built portfolio ([anujaharsha.com](http://anujaharsha.com)) using AI-assisted development: Next.js, TypeScript, React, Tailwind, AWS. Orchestrated multiple LLMs (Claude, GPT-4, Gemini) for scaffolding while personally handling architecture, debugging, optimization, and design oversight. [Source on GitHub](#).

**EDUCATION**

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**MIT xPRO** — AI & Machine Learning in Product Design (pursued to deepen technical fluency in AI/ML)**Georgia Tech** — Human-Computer Interaction**Master's Degree** in English | **Bachelor's Degrees** in Animation & Visual Effects, English Literature**PUBLICATIONS & MENTORSHIP**

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**Publications:** [The Secret Behind Better BI](#) and [Enhancing UX in WebFOCUS DSML](#) (IBI Community) | [Medium](#)**Mentorship:** Active mentor on [ADPList](#)—helping designers break into enterprise UX and level up their craft