

# Ankit Anand

Interaction Designer

[www.ankit-anand.com](http://www.ankit-anand.com)

## EXPERIENCE

### UI/UX Designer at Socratease

APR 21 - JUL 21, BANGALORE

Redesigned Socratease and AutoProctor (YCombinator W21) and worked with the developers and product owner for the launch.

Led the design, pitched new product features, and closely worked with the product owner to set the product direction.

Redesigned the educational learning platform for Socratease. Final designs are responsive and have an immersive learning experience.

Created user flows and high-fidelity designs for AutoProctor and Socratease.

Created a style guide and component library for Socratease.

### Visual Merchandiser at Central

JUN 18 - OCT 20, BHUBANESWAR

Worked with the regional marketing manager to implement marketing strategies for the store and conducted surveys.

Designed creative window displays and installations that drove business.

Led teams to launch a flagship store for Central in Ranchi.

## SKILLS

Visual design, Interactive Prototyping, Front-end coding, User interviews, Affinity mapping, Secondary research, Wireframes, and User flows, Responsive design, Digital Illustrations, Photography, Sketching, Storyboarding, 3D Modelling, and Rendering.

## TOOLS

Figma, Framer, HTML/CSS, Github, Adobe Illustrator, and Indesign, Adobe XD, Balsamiq, Invision, Miro, Rhinoceros, Keyshot, Notion.

## EDUCATION

### IDC, IIT Bombay

2021 - 2023, MUMBAI

Masters of Design (M.Des) in Interaction Design

Teaching Assistant

Learned User studies methods, Visual communication, Critical thinking, Photography, and Sketching.

### NIFT Mumbai

2014 - 2018, MUMBAI

Bachelors of Design (B.Des)

Specialized in Visual Merchandising and Furniture design.

Interned with MSKH seating systems (Pune) and worked with a cross-functional team comprising engineers, designers, and project managers to deliver seating systems for Mahindra SUVs.

## COLLABORATION

Team collaboration, Presentation, Communication, Self-Starter, Design critiques with team, Leading design for end-to-end product launches.