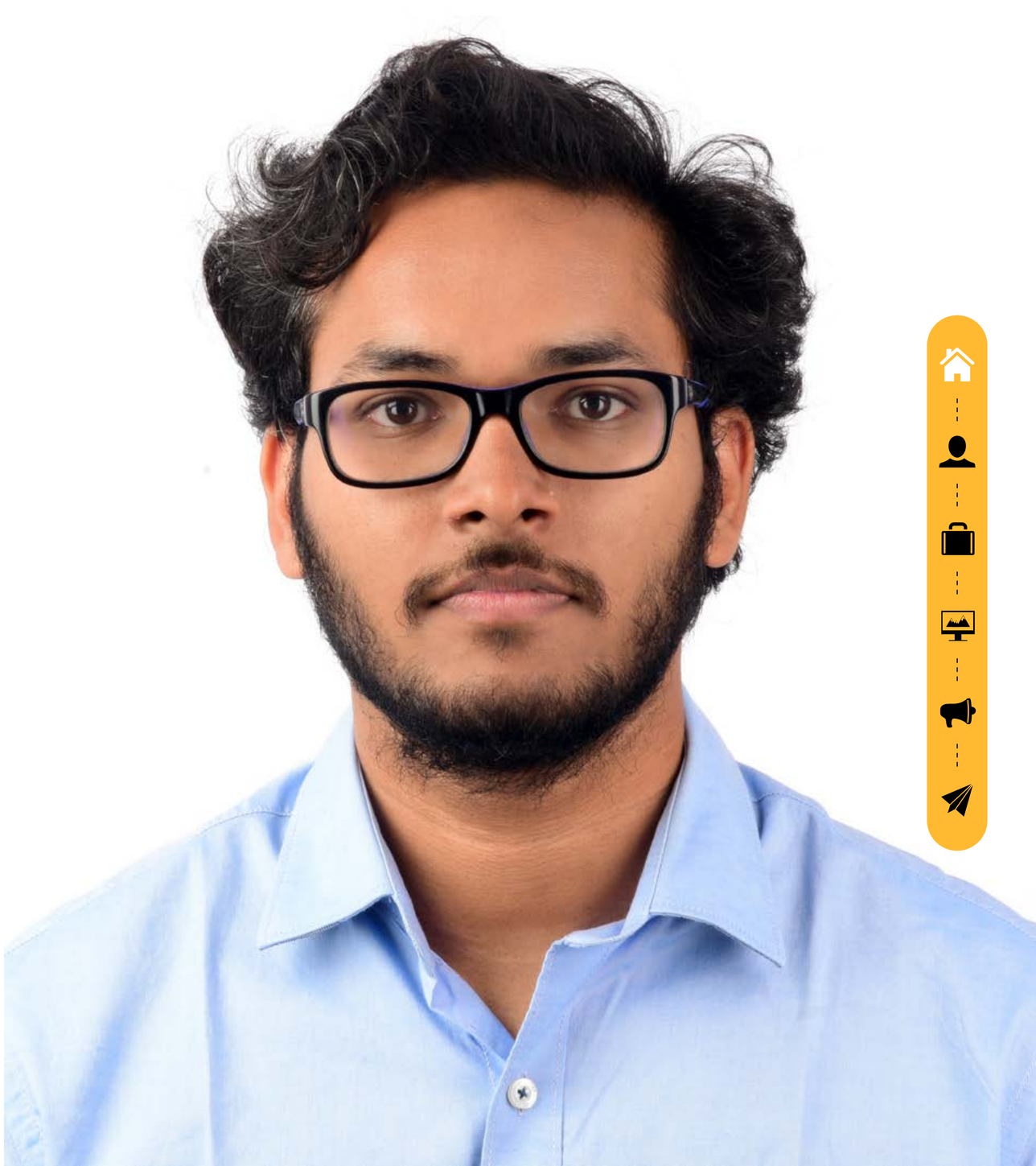
HI THERE!

I'M ANMOL

MULTIDISCIPLINARY DESIGNER

A multidisciplinary designer driven by research, creativity, and iterative problem-solving to craft engaging and impactful user experiences.

MORE ABOUT ME



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ABOUT ME

I'm **Anmol Moorthigari,** a multidisciplinary designer.

I am a User Experience Designer with a passion for crafting user-centered solutions and addressing complex design challenges. Committed to leveraging critical thinking and innovative strategies to create intuitive, impactful designs while contributing to collaborative and dynamic work environments.

10+

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DESIGN TOOLS

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What I Do

EXPERIENCE-DRIVEN PRODUCT DESIGN

Skilled at bridging physical and digital design, integrating interaction into tangible products.

UI / UX DESIGN

Skilled in user research, usability testing, and heuristic evaluation to enhance digital experiences.

SYSTEMS THINKING & PROBLEM-SOLVING

Ability to analyze complex design challenges and develop structured, user-centered solutions.

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EDUCATION

2005-2017

Schooling

Johnson Grammar School (ICSE), Hyderabad.

2018-2021

Intermediate (10+2)

National Institute of Open Schooling,

2022-2026

Bachelors Of Design

Information Arts and Information Design Practices, at Srishti Manipal, Institute of Art, Design, and Technology, Bangalore.

EXPERIENCE

2024

User Testing

Conducted usability testing for e-commerce platforms, analyzing user interactions with cart functionality and product customization. Provided actionable insights to improve interface design and streamline user flows.

2024

Game Design

Icecapade is a game design project that emphasizes interactive mechanics, responsive gameplay, and immersive level design, offering players a unique experience.

2025

Calligraphy & Lettering

Explored traditional and modern calligraphy techniques, applying them to a custom hand-lettered T-shirt design. Focused on typography aesthetics, stroke precision, and composition to create a visually engaging wearable piece.

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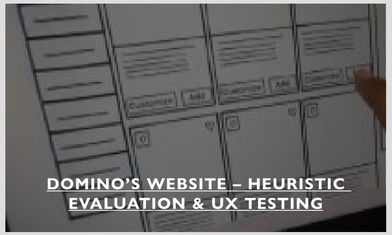
ALL GAME DESIGN UI / UX EXPLORATION

BLACKBOARD – UX & UI REDESIGN FOR IMPROVED USABILITY



DOMINO'S WEBSITE – HEURISTIC EVALUATION & UX TESTING

STEAM DESKTOP APP – USABILITY & UX EVALUATION

CALLIGRAPHY & TYPOGRAPHY – EXPLORING UNCIAL & ITALIC SCRIPTS

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ICECAPADE

Project Overview

- Icecapade is a tactical board game set in the Himalayas, where players assume the roles of Explorers, the Yeti, and the Narrator in a strategic game of pursuit and evasion. The game focuses on deduction mechanics, interactive 3D terrain, and dynamic movement systems, making each session unique and engaging.
- Players must outthink opponents using traps, tactics, and relic-based power-ups to either capture the Yeti or escape undetected.

Unique Features

- Multi-Level 3D Board & Terrain Stacking – The board is designed with vertical gameplay, allowing the Yeti and Explorers to navigate different heights, creating strategic movement possibilities.
- Trap System & Tactical Ambushes – Explorers can place traps to predict and capture the Yeti, adding a layer of foresight and deduction.
- Relic Power-Ups – Relics grant special abilities, providing the Yeti with unique movement options, teleporting, speed boosts, and more.
- Adaptive Gameplay Mechanics – Features such as a cable car system allow Explorers to traverse quickly, balancing the Yeti's movement advantage.
- Himalayan Cultural Inspiration – The setting and mechanics are influenced by local myths, terrains, and survival strategies, enhancing immersion.

My Role and Contributions

Game Mechanics Development :

- Designed trap placement and area-of-effect limitations to balance the challenge for both roles.
- Developed a relic-based system where the Yeti gains temporary advantages when collecting specific artifacts.
- Proposed the 3D stacking board system, making the game more visually interactive while adding vertical movement strategies.
- Introduced the cable car mechanic, allowing Explorers to cover larger distances strategically.

Visual Design & Art Direction :

- Created trap designs inspired by traditional hunting tools, video games, and Himalayan survival tactics.
- Used AI-generated visuals (DALL·E) to prototype relic and terrain elements, iterating based on player feedback.
- Focused on making terrain segments modular, ensuring a realistic yet functional board for seamless interaction.

Balancing and Playtesting

Balancing and Playtesting:

- Conducted 8+ structured playtests, monitoring player behavior and engagement levels.
- Identified and resolved early-game imbalances, refining penalty systems and movement limitations for a fairer experience.
- Adjusted win conditions, ensuring that both Explorer and Yeti roles remained competitive across
  different player skill levels.
- Integrated rule refinements based on feedback, simplifying gameflow while maintaining depth.

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Blackboard – UX & UI Redesign for Improved Usability

Project Overview

- This project focused on enhancing both UX and UI for Blackboard LMS, addressing key issues in navigation, course management, submission workflows, and user engagement. Through heuristic evaluation, usability testing, and UI redesign, the goal was to create a modern, intuitive, and mobile-responsive experience that balances aesthetics and functionality.

Key Findings

- Overwhelming & Cluttered Interface – Users found dashboard navigation unintuitive, making it hard to locate courses and assignments.
- Confusing Submission Process – Unclear status indicators, multiple steps, and lack of feedback caused frustration during file uploads.
- Ineffective Notifications & Task Management – Users missed deadlines due to poor notification systems and lack of submission reminders.
- Inconsistent UI Elements & Visual Hierarchy – Repetitive functions, poor button placements, and cluttered layouts led to usability friction.

Solutions & UX Fixes

- Refined Information Architecture & Course Layout for seamless navigation.
- Redesigned Submission Workflow with clear progress indicators and with deadline tracking.
- Improved Notification & Task Reminders to enhance user engagement and productivity.
- Modernized UI with Customization Options for a clean, visually appealing, and user-friendly design.

Outcome & Impact

- Faster task completion by simplifying navigation and submission processes.
- Clearer UI elements & better visual hierarchy, reducing cognitive load.
- Enhanced engagement through improved notifications and tracking features.
- Higher usability scores, validated through usability testing and user feedback.

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Domino's Website – Heuristic Evaluation & UX Testing

Project Overview

- This study assessed usability issues in ordering, customization, coupon application, and payment on the Domino's website. Using heuristic evaluation, usability testing, and user journey analysis, we identified friction points and proposed UX improvements.

Key Findings

- Complex Navigation: Ordering, applying coupons, and customization involved unnecessary steps, disrupting user flow.
- Poor Visibility of Key Features: Customizations, discounts, and payment options were not easily accessible.
- Checkout & Payment Issues: The UPI payment flow was unclear, and price breakdowns lacked transparency.
- Inconsistent UI & System Feedback: Misaligned elements, excessive white space, and unclear system messages caused confusion.

Solutions & UX Fixes

- Simplified Task Flows to reduce unnecessary steps in ordering and checkout.
- Improved Visibility & Accessibility of customization, discounts, and payment options.
- Streamlined UPI & Payment Experience with clearer instructions and layout.
- Consistent UI & System Feedback to enhance clarity and navigation.

Outcome & Impact

- Faster ordering and checkout, improving user experience.
- Easier coupon application, reducing friction in discount usage.
- Clearer customization and pricing, improving transparency.
- More intuitive payment process, ensuring smoother transactions.

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Steam Desktop App – Usability & UX Evaluation

Project Overview

- This study analyzed Big Picture Mode (BPM), game discovery, payment processing, and navigation in the Steam Desktop App, using usability testing, heuristic analysis, and CUJ (Critical User Journey) evaluation to identify pain points and improve UX.

Key Findings

- Navigation Issues in BPM: Users struggled to enter and exit BPM, mistaking the “Power” button for app exit instead of BPM exit.
- Game Search Friction: Search results lacked effective filters, and category-based discovery in BPM took 3x longer than normal mode.
- Payment Inefficiencies: Redundant steps, unclear terminology (“Shipping Info” for digital purchases), and missing UPI payment caused frustration.
- Inconsistent UI Feedback: Buttons varied in shapes, sizes, and placement, leading to usability confusion.

Solutions & UX Fixes

- Clear BPM Entry/Exit Labels + Hover-Based Tooltips for better discoverability.
- Refined Game Search with Sorting & Filtering Options for faster navigation.
- Streamlined Checkout with UPI & Clearer Payment Flow for improved accessibility.
- Consistent UI Design & Feedback Indicators to enhance usability.

Outcome & Impact

- Faster BPM navigation, improving entry/exit clarity.
- Optimized game search, reducing time spent finding titles.
- Simplified checkout flow, removing confusion in payments.
- Stronger UI consistency, leading to a more user-friendly experience.

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Calligraphy & Typography – Exploration of Uncial & Italic Scripts

Project Overview

- This project explored Uncial and Italic scripts through a structured calligraphy and typography workshop, culminating in a T-shirt design as a fabric-based application. The objective was to experiment with calligraphic styles, refine stroke precision, and explore the potential for typography in product design. The process included stroke practice, manuscript creation, anagram compositions, flourishing techniques, and T-shirt printing to assess the adaptability of calligraphy beyond paper.

Key Findings

- Lettering Consistency & Precision – Maintaining uniformity in Uncial & Italic scripts required extensive practice and adjustments in stroke pressure and spacing.
- Material & Surface Adaptation – Ink and brush behaved differently on fabric compared to paper, requiring testing for optimal flow and absorption.
- Scaling & Composition Issues – The T-shirt printing process revealed spacing misjudgments, appearing more crowded when viewed from a distance.
- Iterative Process & Experimentation – Adjusting layout, grid alignment, and ink thickness was key to achieving better legibility and design balance.

Solutions & UX Fixes

- Traditional Calligraphy Training: Practiced foundational strokes, ligatures, and flourishes in Uncial and Italic scripts.
- Experimental Ink Techniques: Created abstract paintings using ink and alternative tools to explore expressive lettering.
- Fabric Lettering & T-Shirt Printing: Scaled calligraphy onto fabric, refining grid positioning, stroke control, and spacing for textile application.
- Testing & Iteration: Conducted multiple trials on different surfaces, adjusting letter formation and ink application for better durability.

Outcome & Impact

- Successful Fabric Application – The T-shirt design demonstrated the potential of calligraphy for personalized fashion and textile-based lettering.
- Improved Lettering Adaptability – Learned how typography interacts with different materials, opening doors for custom prints, branding, and packaging design.
- Potential for Product Design – This exploration paves the way for custom lettering-based merchandise, including T-shirts, posters, tote bags, and home decor.
- Scope for Digital Translation – The manual calligraphy can be digitized for branding, typography-based artwork, commercial printing applications, branding and marketing.

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