Anugrah Pradhan

PRODUCT DESIGNER

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SUMMARY

Product designer with 2+ years of experience owning products end to end across ecommerce, learning management systems, ERP, and health. Led design solo, without a PM or BA, covering requirements, UX flows, success metrics, and developer handoff.

EXPERIENCE

DarviLabs / Product Designer — Nov 2025 – Present · On-Site

- Owned the full product experience of a multi-modal ecommerce platform (live commerce, short-video feed, B2B, B2C) across website, mobile app, and dashboard, from requirements and UX flows to developer handoff.
  - *Impact: Delivered the full scope on timeline as the sole designer, no PM or BA.*
- Established the first engagement baselines for content-driven commerce in a market with no local benchmarks, and defined metrics across live sessions, checkout, B2B, and post-purchase in Mixpanel and Firebase.
  - *Impact: Gave the team its first content-commerce benchmark: ~62% engagement rate, ~38–40% CTR.*
- Led LMS 2.0 across Super Admin, Admin, and Learner roles, covering Training Needs Analysis cycles (self-assessment, manager review, gap analysis) and a gamified learning layer of quizzes and scenario-based assessments.
  - *Impact: Cut scenario-based assessment time from ~20–25 to ~12–14 min (~40% faster) by redesigning it from free-form.*
- Proposed a new visual direction in place of the client's brand guidelines for a mobile-web food ordering experience and its admin dashboard.
  - *Impact: ~70% overall engagement in the ordering experience.*

Dome Infosys / UI/UX Designer — Jun 2025 – Nov 2025 · On-Site

- Led end-to-end UX for an enterprise ERP procurement system for a Dubai-based client, mapping workflows across modules.
  - *Impact: Stakeholders aligned on feature priorities across modules.*
- Worked directly with doctors and nurses to shape a women's health app across Period Tracking, Pre-IVF, and Active-IVF, iterating on feedback.
  - *Impact: Clinician input shaped the medication logs and countdowns.*

Devloops Software Nepal Pvt. Ltd / Junior UI/UX Designer — Dec 2024 – May 2025 · On-Site

- Delivered responsive e-commerce experiences for multiple clients, owning browsing, cart, and secure checkout.
  - *Impact: One browse-to-checkout flow across web and mobile.*

CrisprCoders Pvt. Ltd / UI/UX Designer (Intern) — Jul 2024 – Nov 2024 · Remote

- Built a design system from scratch, plus the admin dashboard, role-based permissions, and MFA login, for a multi-school management platform, and led internal usability testing.
  - *Impact: One consistent UI foundation, checked for feasibility with developers.*

SKILLS

Product Design (Solo, End-to-End): UX flows, interaction design, responsive web and mobile, dashboards, developer handoff

Design Systems: Component libraries, tokens, documentation

Product Analytics: Success metric definition, Mixpanel, Firebase, Google Analytics

AI in Design Practice: Claude and Claude Code for UX reasoning and UI exploration; Figma MCP connected to Claude for rapid UI generation in Figma; ChatGPT and Gemini for website image generation; HyperFrames for AI video

Tools: Figma, Claude, ChatGPT, Canva, VS Code

EDUCATION

Bachelor in Arts
Kailashkut Multiple Campus, Kathmandu
Jan 2024 – Present

TRAINING & CERTIFICATION

UI/UX Design
Broadway Infosys
Mar 2024 – May 2024

LANGUAGES

English
Nepali