

ANANYA SRI B • UX & PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

UX & Product Designer skilled in framing complex problems and translating evolving product direction into structured, usable interaction models. Experience spans early-stage and AI-enabled platforms, applying research synthesis, rapid prototyping, and prototype implementation under tight technical and resource constraints, with particular attention to systems where trust, risk, and system behavior shape user experience.

EXPERIENCE

- **AI Alignment Liaison** (AI Platform | Responsible AI | B2B Startup) San Francisco Bay Area, CA
2025 - Present
UX/UI Designer
 - Led early UX definition for an AI platform to clarify user problems, system risks, and core interaction principles in a pre-funding environment, alongside the founder, product managers, and engineers.
 - Facilitated structured UX sessions translating business pivots into investor-facing interaction models, prioritizing clarity, trust, and credible value communication while accelerating prototype readiness.
 - Synthesized market research and early user signals to inform experience direction and responsible AI considerations.
 - Delivered end-to-end UX and UI execution for the prototype, including hands-on frontend implementation using AI-assisted development tools, aligning product strategy with functional delivery.
- **Through the Design Lens** (Independent Product Design Initiative) Milpitas, CA
2024 - Present
Founder and Product Designer
 - Built and deployed a frontend-only tool simulating dynamic AI-style feedback, intentionally simplifying feature scope under technical constraints while protecting clarity, task flow, and response credibility.
 - Own end-to-end development of independent product concepts, converting early-stage feature ideas into defined problem statements, scoped MVP functionality, structured interaction flows, and functional prototypes.
 - Define explicit decision criteria and make deliberate tradeoffs across usability, cognitive load, and trust signals to align product behavior with user comprehension and task completion.
- **Independent Freelancing** (Small-Team Clients | Product & Business Communication) Milpitas, CA
2024 - 2025
Freelance Designer
 - Defined messaging architecture and visual systems supporting funding, enrollment, and growth initiatives for small teams, restructuring content hierarchy and narrative sequencing to clarify value propositions and strengthen decision confidence.
 - Produced decision-oriented pitch decks and growth materials by simplifying dense content, establishing clear information hierarchy, and aligning narrative flow with stakeholder objectives under compressed timelines.
- **Familiar AI** (B2C Startup | Wellness and Fitness Service | AI Chatbot) San Francisco, CA
2024
3D Experience Designer
 - Designed and iterated a 3D character asset embodying the AI chatbot, translating abstract product vision into interactive brand behavior that strengthened emotional connection and reinforced product identity within the app, in collaboration with the founder.
 - Evaluated performance constraints and adjusted visual fidelity to ensure the asset enhanced delight without compromising usability or load efficiency.**Social Media Marketing Designer** 2023
 - Diagnosed low engagement through competitor analysis and performance review, identifying muted color systems and limited asset variation as barriers to reach and differentiation.
 - Redefined brand expression by introducing bolder color systems and custom 2D illustrations, improving visual distinctiveness and production efficiency.
 - Iterated content strategy using Instagram analytics, driving a 750% increase in reach over ~3-4 months.
 - Designed and launched a QR-tracked promotional flyer generating 100+ app impressions within one month, linking creative execution to measurable acquisition signals.
- **University of San Francisco** (Private | Nonprofit | Top 25% of National Colleges) San Francisco, CA
2023 - 2024
Design Tutor
 - Guided 30+ undergraduate designers through structured critiques and 1:1 sessions, elevating UX reasoning, interaction clarity, and decision justification while strengthening my ability to diagnose design gaps and navigate strategic tradeoffs.

SELECTED PROJECTS

- **AQUAMAA** (System Design | UN SDG 6 | International Stakeholders)
 - Designed a water-quality monitoring and minimum-viable filtration system aligned with UN SDG 6, integrating real-time public transparency to address local education gaps in water safety, as the sole designer on a binational, cross-functional team.
 - Facilitated tradeoff discussions balancing affordability, technical feasibility, and country-specific accountability, defining an MVP grounded in stakeholder realities and SME input.
 - Conducted market-entry research assessing adoption barriers and regulatory considerations to inform implementation feasibility.
- **DisasterReady Systems** (Multi-Platform Architecture | Emotional UX)
 - Led end-to-end service design for a dual-platform ecosystem, decoupling education (Web) from action (Mobile) to reduce cognitive load and enable location-based kit customization.
 - Conducted interviews and perception testing validating a shift from fear-driven avoidance to preparedness-driven engagement.
 - Delivered a museum-ready interactive prototype within 14 weeks under technical and exhibition constraints.
- **Airbnb Experiences** (WCAG 2.1 | Inclusive Design)
 - Applied WCAG guidelines and assistive-technology navigation patterns to redesign the booking flow for users with visual impairments, improving screen-reader compatibility and reducing navigation friction.
 - Developed accessibility personas and multi-sensory journey considerations informed by primary research and consultation with a visually impaired design professional.

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- **Mission Bay Shuttle App** (Field Research | Usability Redesign)
 - Conducted field research and heuristic evaluations identifying friction points that drove riders to third-party navigation apps (e.g., Google Maps).
 - Synthesized observational and usability data into a modernized mobile interface prioritizing real-time route discovery and intuitive navigation architecture, reducing reliance on third-party navigation apps.
 - Improved task clarity and user confidence through iterative usability testing against the legacy system.

SKILLS

- **Strategy & Systems:** Product Strategy • Problem Framing • Systems Mapping • Service Design • Stakeholder Alignment
- **UX Research & Validation:** User Interviews • Usability Testing • Heuristic Evaluation • Market & Competitive Analysis • A/B Testing & Experimentation
- **Experience & Interaction Design:** Information Architecture • Interaction Design • Prototyping • Design Systems • Accessibility (WCAG) • AI Interaction Design
- **Technical & Tools:** Figma • Cursor • Webflow • HTML/CSS • VS Code • Adobe Creative Suite • Miro • Jira • Notion
- **Spoken Languages:** English (Native) • Telugu (Native) • French (Basic)

EDUCATION

B.A. Design, Minor in Entrepreneurship & Innovation

University of San Francisco • 4.0 GPA • Summa Cum Laude
August 2020 – May 2024