



Anukampa Choudhary

Senior Product Designer

About me

Senior Product Designer with 7+ years of experience building scalable, data-driven B2B and B2C products across SaaS, workspace, and e-commerce. Expert in simplifying complex systems into intuitive experiences, leveraging AI to drive design efficiency and outcomes.

Work experience

Assistant Manager UI/UX Design – Smartworks | Gurugram, Haryana (Mar 2024 – Oct 2025)

-Led end-to-end design for B2B, B2C, and B2B2C products used by 50K+ users, improving retention (39% → 44%) and engagement.

-Improved user satisfaction and reduced support dependency through UX-led product enhancements.

Product Designer – Fashinza | Gurugram, Haryana (Oct 2022 – Mar 2024)

-Contributed to designing key modules for a SaaS supply chain platform, improving internal workflows and visibility

Assistant Product Designer – Numero Uno | Gurgaon, Haryana (May 2018 – Oct 2022)

-Crafted visual designs for B2C e-commerce platforms, boosting user engagement.

Toolkit

Design & Prototyping - Figma, Adobe XD, Zeplin

Visuals & Motion Graphics - Adobe Illustrator, Photoshop, After Effects

Collaboration & Project Management - Jira, Confluence, Notion

Recognitions

Recognition for Best Execution - Fashinza (Aug 2023)

Awarded for good performance within the first year at the company.

The Problem Solver - Numero uno (March 2020)

Recognised for quick problem-solving skills and strong ownership.

Contact

+91 8604278367

Gurgaon, Haryana

anukampachoudhary@gmail.com

Education

Bachelor of Design (B.des)

National Institute of Fashion Technology
2014 - 2018

Psychology Honors

Kanpur University
2012 - 2014

Certifications

Design Thinking for Innovation

University of Virginia
(Coursera)

Human-Centered Design : An introduction

University of California
(Coursera)

Personal interests

Digital illustrations & animations

Gaming enthusiast

Crafting curiosity driven digital content

Portfolio

Recent Projects -

acdesign.in

More projects -

behance.net/anukampa

Figma (All projects) -

figma.com/allprojects

Selected Projects

1. Workctrl (Smartworks Mobile App)

- Led redesign for 50K+ MAU product, improving retention (39% → 44%) and engagement (+5%)

- Increased user satisfaction to 4+/5 and improved app ratings (2.2 → 3.0, 3.0 → 4.0)

2. SW Tickets (Web + Mobile App)

- Designed ticketing system scaled to 20K+ users / 1K+ tickets/day.

- Improved resolution efficiency by ~35% and reduced manual effort by ~60%

- Delivered ~₹10L+ annual cost savings by eliminating third-party tools.

3. CRM (UX Case Study & Design Strategy | In Progress)

- Led UX audit and redesign strategy across key business workflows.

- Identified inefficiencies and defined end-to-end UX improvements + automation opportunities.

- Delivered module-wise recommendations aligned with stakeholder needs

4. Other Projects

- Meeting Room Tablet (India-wide smart booking solution integrated with app ecosystem)

- Smartworks Singapore App (localized meeting room booking experience)

- Building Management System (facility operations dashboard)

- Fashinza Supply Chain Portal (new module design for internal operations)

- Face Recognition Kiosk (frictionless entry experience)

Core Skills

UX: User Research, Information Architecture, User Flows, Wireframing, Prototyping, Usability Testing, Accessibility, Heuristic Evaluation

UI: Visual Design, Interaction Design, Design Systems, Responsive Design, Typography, Microinteractions

Product: User-Centered Design, Design Thinking, B2B & B2C UX, SaaS & E-commerce, Workflow Optimization

AI & Tools: Figma (Auto Layout, Responsive, Prototyping), Adobe XD, AI-assisted design workflows

Research: Qualitative Research, Market Research, A/B Testing, User Personas, Journey Mapping

Additional: UX Writing, Site Maps, Flow Diagrams, Graphic Design

www.linkedin.com/in/anukampa