

ANAGHA BANSOD

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SUMMARY

Anagha Bansod is a designer & researcher whose passion lies in purposeful design, coupled with an openness to exploring interdisciplinary realms. Anagha enjoys drawing up honest & thorough design processes with a good amount of heart in it. With narrative-rich communication style & strong visual literacy, she focuses on neat documentation and strongly believes in collaborative working which makes her a benevolent mentor & a growth-oriented learner.

DESIGN AREAS/SKILLS : User Experience Design, Design Research, Service Design, Systemic Design, Project Management, Design Management

PROFESSIONAL EXPERIENCE

Independent Design & Research Consultant

Designer & Researcher

Remote

March 2024 – ongoing

Providing design & counsel to multiple clients and professionals for UX Design & Research, Digital Design, Product Strategy. Creating pitches, mentoring, self-learning with courses and design teaching.

- Client 1 - Offstream Fishes ; *April 2025 - July 2025*
Currently developing a website for Offstream Fishes, an arts collective based out of Bangalore while contributing by building identity, user experience and website design.
- Client 2 - Anagram Research ; *July 2024 - August 2024*
Created and collaborated on a contractual basis with Design Lead & Clients for a few User Research & Synthesis projects.
- Client 3 - Priyadarshini Panchpakesan ; *August 2024 - January 2025*
Designed a professional website for a client who is an environmental children's writer. Developed elemental brand elements, guidelines and interfaces for the same.

National Institute of Design

Visiting Faculty

Paldi

Oct 2022 – April 2023

Formulated, conducted and guided for the module 'Design Process' as part of the foundation to a batch of 70+ students from Semester 1 Master of Design comprising all disciplines.

- Collaborated closely with senior industry professionals as co-faculties to create a course structure, contents of the course, learning material and assignments.
- Assimilated and explained various stages of the design process, choosing appropriate design tools, techniques and methods and guided them with co-creation and creative method approaches.
- Demonstrated various case studies to further encourage students to explore creatively and freely the various stages of the design process and systems thinking capabilities from a micro to macro perspective.
- Guided students closely on methods, tools and resources to effectively demonstrate their design process and solutions using both digital and physical tools and techniques.

Saintgits Design School

Kottayam

Guest Faculty

October 2024 – November 2024

Formulated & taught the module 'UX & Psychology' to a batch of 10 students from Semester 3 B. Des Interaction Design programme.

- Assembled and explained concepts of psychology, user experience, human behaviour etc while contrastingly sharing case studies to analyse products & services and inform various practices of the design industry.
- Acquainted students with various design methods & techniques to aid brainstorming and thought process and conducted in-class design exercises using prevalent design tools & resources.

- Guided the batch for a jury showcase of the module's 3 major assignments. Assisted students with storytelling, concept presentation and process centric documentation for their work.

Noora Health - Aurora Health Innovations

Senior Design Researcher

Bengaluru

May 2022 – April 2023

Led design research and mentoring efforts at Caregiving Labs, focusing on holistic understanding of caregiving nuances, efficient design methodologies, and user-centric insights to enhance Noora's caregiving programs and services.

- Led cross-functional Design Research initiatives at 'Caregiving Labs' with research heavy projects such as 'Not a Blank Slate' (pilot project on understanding medical misconceptions) and 'WRAP : We Revolve Around Patients' (Service Design for inclusive hospital services).
- Developed and implemented efficient and strategic tools, techniques and methodologies in the design process alongside facilitating team-wide familiarisation with design research practices.
- Implemented standardized workflows, neat documentation and established a knowledge database by conducting primary research, crafting discussion guides, developing research plans, analysing artefacts, creating design assets for on-field participatory design activities (about 20 participants), and transcribing interviews, further analysing and synthesising and scoping possible solutions.
- Mentored and coached junior researchers offering guidance and counsel while also contributing to the lead team in project pitches, brief writing and project management practices.
- Advocated for ethical and inclusive design processes by advocating anthropocentric perspectives and addressing biases & prejudice in design decisions and knowledge gathered.

IBM India Pvt. Ltd.

User Experience Designer

Bengaluru

September 2020 – May 2022

Designed and steered compelling UX engagements for major internal and external stakeholders while going beyond traditional design methodologies to craft strategic design process & dynamic interfaces.

- Key projects -
 - UX LEAD FOR METLIFE : Collaborated with cross-functional teams at IBM & Metlife for 1 year to design user-centric interfaces for a major insurance segment, backing design decisions with research, translating insurance concepts into high-fidelity wireframes and testing to ensure accessibility and alignment with user needs.
 - UX LEAD FOR WEBSTER : Spearheaded redesign of major UX flows for the high profile retail brand, collaborating closely with the core team to understand business and design requirements. Used pre-existing knowledge and familiarity of the industry to make informed high fidelity wireframes and UI screens.
- Collaborated and hosted Design Thinking workshops and bootcamps for 50+ stakeholders for various RFPs, project pitches and MVPs.
- Pursued professional development opportunities and actively engaged in learning groups and global communities. Led Service Design Book Club sessions and cross-learning initiatives on Systemic Design & Design Research.
- Demonstrated learning and up-skilled self by completing courses and earning badges and certifications in design, UX and other related domains.
- Completed courses and up-skilled by demonstrating learning and curiosity through self-learning, acquiring badges and certifications making extensive use of IBM's learning platforms and services.

IBM India Pvt. Ltd.

Design Intern - Graduation Project

Bengaluru

June 2019 – January 2020

- Pursued Graduation Project titled 'Project Adhirachana : Enabling Teachers by providing Design Thinking Integrated Project Roadmaps for Indian Public Schools' focussing on design-centric exploratory research with an intensive & strategic design process.
- Mentored by IBM iX's Chief Design Officer and 2 Design Directors actively over the project and was also pitched for NCERT by the CDO.
- Incorporated extensive design methods like diary studies, qualitative interviews, archetype crafting, systems mapping, analytical frameworks, storyboarding, journey mapping etc. into the intensive & strategic design process.
- Leveraged Service & Systems Thinking into the design process paved the way for better sense-making & prioritised problem solving with solid tangible interactive solutions as an outcome.

Hindustan Unilever Limited

Design Intern

Mumbai

May 2018 – July 2018

Led design concept and user education strategy for a confidential FMCG product launch (LATAM market).

- Conducted desk research (demographics, consumer feedback, user reviews) and leveraged product science insights to develop engaging demos and explainer content (KBS) for the innovative product.
- Created proof of concepts with low-fidelity prototypes and digital visualisations (Live & Digital) incorporating design thinking, value proposition and brand alignment.
- Teamed up with SMEs from Marketing, Research and Formulation to ensure brand alignment in deliverables and effective concept development process.

17Seven UI/UX Design Agency

Thane

Graphic Designer

October 2016 – May 2017

Designed and developed brand design collaterals, including logos, icons, and brand guidelines, for various clients.

- Championed design skills to create mockups, packaging concepts, brand assets, wireframes etc with a focus on composition, icon design, illustrations, typography and imagery to deliver clean, pixel-perfect designs.
- Contributed to agency growth by assisting in portfolio development, pitching projects and building client relationships while collaborating closely with UI/UX Designers, Project Managers and Developers.
- Led in-house branding of 17Seven by crafting brand assets and merchandise across digital and print formats.

BrandKonnnect LLP

Bengaluru

Design Intern - Graduation Project

December 2015 – July 2016

Developed creative brand strategies and concepts for clients, leveraging Brand Konnect's "Konnnect Map" tool further boosting business value and performance metrics.

- Managed the full design lifecycle by overseeing print and digital brand deliverables from concept to completion (brand guidelines, packaging, visual identity, brand tone) for around 3 Indian startups and brands.

Penumbra Youth Magazine

Remote

Design Head & Founding Member

November 2012 – November 2016

Designed & managed design team for the successful student-run youth magazine with 3 annual print editions overseeing design direction, creating engaging visuals (social media & print) and shaping creative strategy.

- Forged industry connections with designers & writers, enhancing magazine reach and content quality.
- Oversaw print production, event and digital media collateral for 'Speakup' Conference hosted in IIT Madras by Penumbra for over 150 students.

Upasana Design Studio

Auroville

Design Intern

June 2015 – July 2015

Led Upasana's upcycled collection launch and spearheaded research, brand identity development, and social media & website content creation for a successful campaign.

- Oversaw all aspects of Upasana's upcycling project, from initial research to establishing a distinct brand identity.
- Produced high-quality garment photography, crafted compelling website content, and wrote product copy for the collection's online store.

PROJECTS & INITIATIVES

Rwenzori Center for Research and Advocacy (RCRA), Uganda

Remote

Strategic Communication Consultant

October 2020 – November 2020

- Designed RCRA's website and communication campaigns to align with their fundraising strategy for constructing a new community hospital during a two-month collaboration as a duo.

ADPList

Remote

Mentor

November 2022 – Present

- Guide and mentor various design professionals from across the globe on design and non-design related topics.

Passion Project(unnamed)

Remote

Founder/Designer

Upcoming

- Planning towards starting a self-run business promoting Make In India products and local craftsmanship.

Symbiosis School of Planning Architecture and Design

External Examiner for Term End (Jury) Examination

Nagpur

April 2024 – April 2024

- Appeared as an External Jury Examiner for B. Design - Communication Design students for Semester 2, 5 & 6.

EDUCATION

NATIONAL INSTITUTE OF DESIGN

Bengaluru

Master of Design - Interaction Design

July 2017 – July 2021

Design Research, Systems Thinking, Fundamentals of Interaction Design, Service Design, Product Interactions, Digital Media & Visualisation, Design Management; GPA : 6.68

NATIONAL INSTITUTE OF FASHION TECHNOLOGY

Mumbai

Bachelor of Design - Fashion Communication

August 2012 – May 2016

Graphic Design, Branding, Photography, Creative Writing, Design Research, Research Methodology, World Art & Culture, PR & Marketing, Market Research, 3D Visualisation; GPA : 7.4

SKILLS

DESIGN METHODS: Contextual Interviews, Diary Studies, Journey Mapping, Service Blueprint, Wireframing, Surveys, Affinity Mapping, Heuristic Evaluation, Archetypes & Personas, Artefact Analysis, Systems Map, Prototyping, A/B Testing

DESIGN SKILLS: Ethnographic Immersion, Sociability, Inclusive Design, Cultural Sensitivity and Bias Mitigation, Visual Literacy, Data Storytelling, Ethical Design, Strong Analytical & Synthesis skills, Workshop facilitation, Project Management

DESIGN TOOLS: Adobe Applications, Figma, Notion, Craft, MIRO, Mural, Survey Monkey, Usability Hub, Userzoom, Affinity Suite, Obsidian, Google Workspace, Microsoft Apps

ADDITIONAL

LANGUAGES: English(Proficient), Hindi(Native/Bilingual), Marathi(Native/Bilingual)

COURSES & CERTIFICATIONS: Enterprise Design Thinking by IBM(Practitioner & Co-Creator Badges), Data-Driven Design: Quantitative Research for UX by Interaction Design Foundation, Qualitative Data Synthesis 1 & 2 by Indi Young, Systems Thinking in Public Health (ongoing)

INTERESTS: Salsa Dancing, Illustrations, Penmanship, Badminton, Embroidery, Testing Productivity Apps, Books