

Anagha Bansod

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bio

Designer & Researcher whose passion lies in purposeful design, coupled with an openness to exploring multidisciplinary realms.

Design Areas: Design Research | UX Design & Research | Service Design | Design Management | Systems Thinking

experience

Anagram Research

Freelance Consultant

Jul 2024 - Aug 2024, Remote; Consultant

Contributed as a Moderator for qualitative research interviews for a tech pioneer by facilitating research sessions & summarizing them to meet the study's objective.

Noora Health - Aurora Health Innovations

Senior Design Researcher

May 2022 - Apr 2023, Bengaluru; Full-Time

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 Health's caregiving programs and services.

IBM Interactive Experiences (iX)

User Experience Designer

Sep 2020 - May 2022, Bengaluru; Full-Time

Led engaging UX projects for major clients (MetLife and The Webster), expanding the role to incorporate Service Design and Design Research, while also driving professional development and facilitating Design Thinking workshops.

IBM Interactive Experiences (iX)

Design Intern

Jun 2019 - Jan 2020, Bengaluru; Graduation Project

Developed a theoretical framework and interactive solution for design education, specializing in Design Thinking integration for Indian Public Schools. The project, 'Project Adhirachana,' was carried out at IBM iX under the guidance of IBM's Chief Design Officer and Design Directors.

Hindustan Unilever Pvt. Ltd.

Customer Experience Design Intern

May 2018 - Jul 2018, Mumbai; Summer Internship

Led the ideation and creation of engaging demo content for an innovative FMCG product in the Home Care Department, catering to the Latin-American demographic, while incorporating design thinking and brand principles.

17Seven UI/UX Design Agency

Graphic Designer

Oct 2016 - May 2017, Thane; Full Time

Applied user-centric visual design principles to create diverse Brand Design assets, collaborating with UI/UX designers, developing the agency's design portfolio, and leading in-house Branding for 17Seven with a strong focus on design quality and execution.

BrandKonnnect LLP

Brand Communication Designer

Dec 2015 - Jul 2016, Bengaluru; Graduation Project

Crafted innovative design strategies and executed comprehensive brand deliverables, leveraging the proprietary tool 'Konnnect Map', and collaborating closely with clients and project stakeholders to ensure design alignment with project goals and objectives.

Penumbra Pan - India Youth Magazine

Design Head & Founding Member

Nov 2012 — Nov 2016, Remote; Volunteering

As a core member, played a pivotal role in designing and enhancing the reach and content quality of a nationwide youth magazine, including social media visuals, print issues, and building industry connections.

Upasana Design Studio

Communication Design Intern

Jun 2015 — Jul 2015, Auroville; Summer Internship

Initiated and executed a compelling social media campaign and branding strategy for Upasana's upcycling collection, encompassing project development, brand identity creation, and high-quality visual & written web content production.

education

National Institute of Design (NID)

Master of Interaction Design

Jul 2017 - Jul 2021, Bengaluru

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 (NIFT)

Bachelor of Fashion Communication

Aug 2012 - May 2016, Mumbai

Graphic Design | Branding | Photography | Creative Writing | Design Research | Research Methodology | World Art & Culture | PR & Marketing
GPA : 7.4

skills

Design Methods

Contextual Inquiry, Storyboarding, Diary Studies, Journey Mapping, Service Blueprint, Wireframing, Surveys, User Flows, Heuristic Evaluation, Usability Testing, A/B Testing, Archetypes & Personas, Artefact Analysis, Systems Map, Prototyping, User Centered/ Universal Design Methods, Competitor Analysis

Design Skills

Ethnographic Immersion, Sociability, Storytelling, Accessibility, Inclusive Design, Cultural Sensitivity and Bias Mitigation, Strong Visual Literacy(Print & Digital), Insight Generation, Cross-functional Team Leadership, Active Mentoring, Stakeholder Management, Facilitation & Co-creation, Data Hygiene & Management, Roadmap Development

Design Tools

Adobe (InDesign, Illustrator, Photoshop, XD & Premiere Pro), Figma, Sketch App, Notion, MIRO, Google Suite, Survey Monkey, MS Office, JIRA, UserZoom, Usability Hub

Languages

English (Fluent), Hindi (Native/Bilingual), Marathi (Native/Bilingual)

additionally,

Advisory, Mentoring & Academia

Mentor at ADPList.org

Jury Member at Symbiosis School of Planning Architecture and Design for Sem 2 & 4

Courses & Certifications

Indi Young's Qualitative Data Synthesis 1 & 2 (ongoing)

Systems Thinking for Public Health by John Hopkins University (ongoing)

Enterprise Design Thinking by IBM : Practitioner & Co-Creator

Data-Driven Design: Quantitative Research for UX by Interaction Design Foundation

Volunteer Work

Strategic Communication Consultant for Rwenzori Center for Research and Advocacy (RCRA), Uganda

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

References can be shared on request.