



ANAND KUMAR G

Senior UI/UX Designer

+91 8978504360

anandkumargatta@yahoo.com

Hyderabad, India

[linkedin.com/in/anand-gatta](https://www.linkedin.com/in/anand-gatta)

Profile

Product Designer with experience designing enterprise SaaS, fintech, eCommerce, and consumer products from concept to delivery. Skilled at translating business goals into intuitive user experiences through research, information architecture, wire-framing, interaction design, and scalable design systems.

Experienced in leveraging AI to accelerate product design, generate UI concepts, create visuals and content, build interactive prototypes, and support front-end implementation using HTML, CSS, React, and AI-assisted development tools. Passionate about shipping products faster by combining product thinking, modern design workflows, and AI.

Experience

Freelance Product Designer · Self Employed

Jan 23 2026 - present

Design AI-powered digital experiences for startups and businesses across web and mobile.

Key Contributions

- Transform business requirements into user journeys, wireframes, prototypes, and production-ready UI.
- Build scalable design systems and reusable component libraries.
- Use AI tools to accelerate ideation, interface design, visual creation, UX writing, and design iteration.
- Create interactive prototypes using Figma, ProtoPie, and Framer.
- Collaborate with developers and contribute to front-end implementation using HTML, CSS, React, and AI coding tools.
- Design dashboards, landing pages, SaaS products, and mobile applications.
- Conduct UX audits and heuristic evaluations to improve usability.

Senior Product Designer · ValueLabs UXG, Hyderabad

May 3 2021 - Jan 23 2026

- Designed enterprise SaaS, fintech, healthcare, and B2B applications.
- Converted complex business requirements into wireframes and production-ready interfaces.
- Built and maintained scalable design systems.
- Reduced onboarding flow from eight steps to three through UX optimization.
- Designed motion interactions and UI animations to improve usability.
- Partnered closely with developers to ensure design quality during implementation.
- Conducted design reviews and usability improvements using heuristic evaluation.

Portfolio Links

[→ Rider App Booking Flow](#)

[→ Life sciences Case Study](#)

Core Expertise

Product Strategy

- Product Discovery
- UX Strategy
- Design Thinking
- Competitive Analysis
- User Journey Mapping
- Information Architecture

UX & Product Design

- Wireframing
- User Flows
- Interaction Design
- Mobile Design
- Responsive Design
- Dashboard Design
- Enterprise UX
- Accessibility (WCAG)

Design Systems

- Design Systems
- Component Libraries
- Design Tokens
- Auto Layout
- Documentation
- Developer Handoff

AI-Driven Design

- AI-assisted Product Design
- Prompt Engineering
- AI UI Generation
- AI Component Design
- AI Image Generation
- AI Video Generation
- AI Content Generation
- Rapid Prototyping

Lead UX & UI Designer · GrabOn & SellersCommerce, Hyderabad

April 2015 - May 2021

- Led end-to-end product design for high-traffic eCommerce platforms.
- Created responsive web and mobile experiences.
- Defined information architecture and customer journeys.
- Built reusable UI libraries for multiple products.
- Collaborated with cross-functional teams from discovery through implementation.
- Received the HYSEA Best Design Award (2016).

Graphic Designer · Deccan Imports, Hyderabad

April 2013 - May 2015

- Designed logos, branding, and marketing creatives, Branding

3D Character Animator · Pixel Fx Animation & VFX Studio, Hyderabad

December 2012 - June 2013

- Animated 6 episodes of Walt Disney's international 3D series 'Sabrina' — released across 5 countries.

Key Deliverables

Product Strategy · IUser Research · Information Architecture · User Flows
High-Fidelity UI · Interactive Prototypes · Interactive Prototypes· Design Systems ·Motion Design · AI Component Design · AI-generated Visuals
· AI-generated Content · AI-assisted Front-end Collaboration · Accessibility Reviews · Developer Handoff

Education

Diploma in Design & Animation

Arena Animation, Hyderabad 2012

Continuing Education

- User Research Methodology - Imaginexp
- Accessibility & WCAG AAA standards — self-directed, applied to live projects

Tools/Technologies

Figma

Sketch

Adobe XD

ProtoPie

Photoshop

Adobe Illustrator

Miro

FigJam

After Effects

Framer

Development

HTML

CSS

React

Tailwind CSS

Git (BASIC)

AI

ChatGPT

Claude

Gemini

Figma AI

Framer AI

n8n

AI & Modern Design Workflow

- AI-first Product Design
- ChatGPT
- Claude
- Gemini
- Claude
- Figma AI
- Framer AI
- AI Component Generation
- AI-assisted Front-end Development
- AI Visual Generation
- AI Video Generation
- Prompt Engineering
- Rapid Product Prototyping

Languages

English
Hindi
Telugu