

Anushka Shahlot.

Product Design Lead
shaping *strategy*,
systems & teams.

— CONTACT

BASED
Gurugram (open to Relocation)

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PERSONAL WEBSITE
nufflepuff.com

PORTFOLIO
[UX Portfolio](#)

LINKEDIN
[/in/nufflepuff](#)

— COMPETENCIES

- Product Strategy & Discovery
- UX Research — Qual & Quant
- Interaction Design & IA
- Design Systems & Tokens
- Usability & A/B Testing
- Stakeholder Facilitation
- Team Leadership & Mentoring
- Developer Handoff
- Accessibility — WCAG 2.1
- AI/ML Product Design
- Enterprise UX
- Web3 UX
- JTBD Frameworks

— TOOLS

AI Tools (Claude, Chat GPT...)
Figma (Expert) · Framer ·
Adobe Creative Suite-
Illustrator, Photoshop,
InDesign · Miro ·
User Testing · Google Suite

— EDUCATION

National Institute of Design

Bachelor of Design.
- Ahmedabad, India
2012 - JAN 2017

University of Ferrara

Exchange Semester (Graphic Design +
Architecture electives)
- Ferrara, Italy
SEP 2014 - MAR 2015

— PROFILE

Product Design Leader with 11+ years of multidisciplinary experience, including 8+ years driving UX strategy across enterprise IT, aviation, hospitality, retail and more. NID Ahmedabad graduate, a rare foundation bridging aesthetic precision with business impact. Seeking a senior leadership role where design shapes strategy and improves workflows.

— EXPERIENCE

Product Design Lead at *TalenTeam*

JUL 2024 — CURRENT

LONDON, UK / GURUGRAM, INDIA

- Spearheaded end-to-end design and a scalable design-system foundation across multiple enterprise SAP-adjacent products.
- Reduced UX turnaround by 40–50% by implementing AI-assisted design workflows across product
- Facilitated C-suite discovery workshops to define KPIs, prioritise features, and set design strategy.
- Established processes, critique rituals and frameworks across the team.

Lead UX Designer at *Moonraft* (Now *UST Evolve*)

MAY 2022 — NOV 2023

BANGALORE, INDIA

- Directed end-to-end UX discovery for a new employee-management platform - personas, journeys and JTBD from zero.
- Co-owned and scaled a comprehensive design system and Figma component library across all product modules.

Lead UX Designer (Pricing Tool) at *Dell Technologies via Moonraft*

JUN 2022 — JUL 2023

CONTRACT · BANGALORE, INDIA

- Owned end-to-end feature design for a proprietary AI/ML pricing tool (Market Insights), concept through developer handoff.
- Championed Figma adoption enterprise-wide, reducing UI output time by 50%+ and standardizing workflows.

Lead Designer / UX Researcher at *Wipiway / RealNifty*

JAN 2021 — APR 2022

REMOTE / FREELANCE

- Designed end-to-end UX/UI for a curated NFT marketplace — onboarding, discovery and transaction flows.
- Iterated rapidly on purchase flows and portfolio management based on continuous user research.

UX/ UI Designer at *Popcornapps* (Now *Accellor*)

FEB 2020 — MAY 2022

HYDERABAD, INDIA

- Lead designer on a white-label product deployed globally for Facebook, Motorola, Nintendo and De'Longhi.
- Designed additional products including a medical-tourism app and a visitor-management platform.

— OTHER EXPERIENCE

Over the last decade, I have worked on multidisciplinary projects, building a versatile design resume. My experience includes working with interior design in India, Milan, and London, as well as providing branding consultation and creating logos and visuals as a graphic designer.

Additionally, I have served as a Creative Head for more than 70 events across India. Drawing from my strong design background, I prioritize good design in all my work.