



Hi, Im Anirudh Airan

Product Lead & Visual Designer

About Me




A designer passionate about crafting seamless experiences through intuitive design & storytelling. I thrive on solving complex problems and creating engaging digital products.

[Click here to explore my portfolio.](#)


Personal Details



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Skills



Visual & UI Design	●●●●●
Interaction Design	●●●●
Web & App Design	●●●●
Design Systems	●●●●●
AI-Driven Design	●●●
Motion & Storytelling	●●●●●
Branding & Identity	●●●●●
Digital Content	●●●●●

Experiences



Ekitai Media | Web & Visual Designer (2017 - 2021)

Key Responsibilities:

- Designed web & app interfaces.
- Created branding materials and marketing assets for digital campaigns.
- Managed multiple projects, maintaining quality & consistency across deliverables.

Adzapier Pvt Ltd | Product & Brand Designer (2021 - 2023)

Key Responsibilities:

- Designed product branding, web apps, & marketing assets for digital platforms.
- Developed UI/UX layouts and interactive prototypes, ensuring seamless product experiences.
- Provided design support for Salesforce newsletters and app portal layouts.
- Collaboration with cross-functional teams to maintain brand consistency across all the touchpoints.

Education



Sikkim University (2014 – 2017)

Bachelor Degree (Commerce)

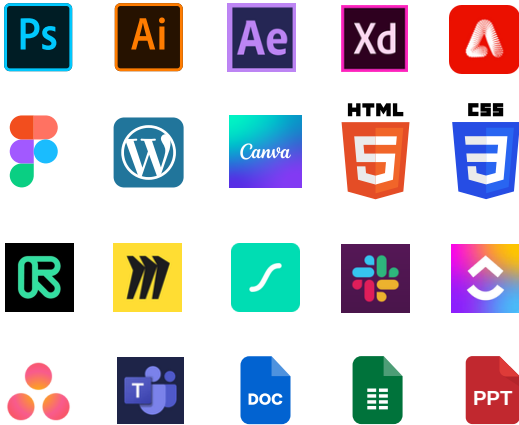
IIM Kozhikode (2023 – 2024)

Advance Marketing Program

BVP University (Pursuing)

Masters in Business Administration

Softwares



Cover Letter to Hiring Manager



Dear Hiring Manager,

I am excited to apply for a design leadership position where I can leverage my expertise in UI/UX, product design, and digital storytelling to drive impactful experiences. With a strong background in crafting scalable design systems, intuitive user interfaces, and performance-driven visuals, I thrive at the intersection of creativity and strategy.

I spearhead user experience enhancements, cross-functional collaborations, and design innovation that align with business goals. My experience spans branding, motion design, and AI-driven design solutions, enabling me to create engaging and user-centric experiences.

I enjoy working in fast-paced environments, leading design projects that blend aesthetics with functionality. I look forward to bring my skills to a team that values innovations.

Looking forward to hearing from you. Please feel free to reach out at your convenience.

Best regards,
Anirudh Airan

Swiggy INDIA | Lead Designer (2023 - 2024)

Key Responsibilities:

- Led the design strategy for Dineout, focusing on web & app experiences.
- Designed page layouts, UI flows, and digital assets to enhance engagement.
- Designed & maintained design systems for consistency across platforms.
- Collaborated with product managers and developers to ensure seamless UI.

Noon Ecommerce | Lead Product Designer (2024 - Present)

Key Responsibilities:

- Leading UI/UX strategy and product for Noon's e-commerce ecosystem.
- Developing & maintaining design systems to ensure consistency.
- Collaborating with cross-functional teams to align with business goals.
- Mentoring designers and fostering a culture of innovation & design.