Venkat Ram Anirudh Bollu

Product Designer | Enterprise SaaS & B2B Products | UX Research, Interaction Design & AI-Assisted Prototyping

+917995596303 | anirudhbvr@gmail.com | Hyderabad, Telangana, India | LinkedIn | Portfolio

SUMMARY

- Product Designer with 2+ years of experience designing enterprise SaaS, B2B workflows, and mobile and web experiences.
- Skilled in end-to-end product design, UX research, information architecture, interaction design, prototyping, and design systems.
- Experienced in simplifying complex, data-heavy workflows and collaborating with product and engineering teams from discovery through implementation.
- Achieved 87% key-task completion and 72% faster information discovery through usability testing of an enterprise platform redesign.
- Leverage Figma, AI-assisted prototyping, and front-end fundamentals to accelerate design iteration and developer collaboration.

EXPERIENCE

Product Designer, We Think App, Hyderabad, India **Dec 2024 — Present**

- Owned end-to-end design of enterprise SaaS and marketplace-style workflows across 4+ products, taking each from research through prototypes, specs, and implementation review
- Conducted user interviews, workshops, usability tests, and information architecture validation with 12 participants. Contributed 10+ reusable design patterns to improve consistency across modules and streamline design-to-development handoff.
- Collaborated with business, product, and engineering teams on design systems, reusable components, interaction specifications, developer handoff, and implementation reviews, leveraging HTML, CSS, and JavaScript fundamentals.
- Designed core workflows across 6+ modules for Green Mountain, an enterprise logistics intelligence platform, spanning network optimization, rating, contract management, carrier management, rule configuration, and role-based access control (RBAC). Consolidated fragmented spreadsheet, PDF, and legacy tool based processes into unified workflows.
- Designed full mobile experience and multi-step workflows for Exterview, a SaaS hiring and evaluation platform. Improved dashboard information architecture and conducted usability testing with HR users to identify usability issues before development.
- Evaluated SaaS and AI-driven product modules for Gradientflo through heuristic reviews and real-world testing, translating findings into prioritized design and product recommendations.

UX and Visual Designer , Datavalley.ai, United Kingdom (Remote) **Aug 2024 — Sep 2024**

- Optimized a 31+ page course module by refining website flows, improving clarity and accessibility (WCAG), and strengthening conversion paths.
- Delivered visually cohesive, responsive layouts across mobile, tablet, and desktop. Worked on 10+ visual assets for the marketing team

User Experience Designer, Nova Studios HQ, Hyderabad, India **Jan 2024 — Jul 2024**

- Designed full web experiences for 8 clients, including ERP-style business applications.
- Redesigned a retail ERP website's navigation and task flows, driving a 12% increase in user engagement.
- Specified front-end friendly UI components with clear documentation, reducing engineering rework.

SKILLS

Core UX Skills	:	UX Research, Wireframing, Information Architecture, Interaction Design, Design Systems, Usability Testing, Journey Mapping, Task Analysis, User Scenarios, User Flows, Prototyping, Systems Thinking, End to End Design, Heuristic Evaluation
UI & Visual Skills	:	Visual Design, Responsive Design, Typography, Layout Design, Micro-interactions, Accessibility (WCAG), Design Tokens, Component Documentation, Cross-Platform Consistency
Product & Process Skills	:	Design Thinking, Agile Methodologies, Product Evaluation, SDLC, User Centered Design, Problem Solving, CSS, HTML, Javascript, Design-to-Dev Handoff
Tools	:	Figma, Miro, Notion, FigJam, JIRA, Claude, Visual Studio Code, Figma Make, Figma Agent

EDUCATION

University of Petroleum and Energy Studies, **Dehradun** - *Bachelor of Design, Industrial and Product Design* **Jan 2020 — May 2024**