

Anjali Nair

Senior Product Designer

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About Me

Product designer with 7+ years of experience spanning internal tools, supply chain systems, customer-facing portals, and sales funnels. I work best on complex, operationally rich products where user needs and business constraints are deeply intertwined.

Methods

Discovery · Workshop facilitation · Service design · Journey mapping · Generative & evaluative research · A/B testing · Quantitative data analysis · Design systems · AI-assisted prototyping and development

Tools

Figma · Miro · User recruiting and testing tools (UserTesting, Maze) · Data analytics tools (Hotjar, Looker) · AI research tools (NotebookLM, Claude) · AI prototyping and assisted-dev tools (Claude Code, Antigravity, Cursor, VO, Loveable)

Experience

Tourlane / B2C, operational tools

PRODUCT DESIGNER | AUG 2022 - DEC 2025, BERLIN

B2C travel platform · Hybrid product team covering customer and agent-facing journeys

- **Led vision, strategy, and end-to-end design for a full portal rebuild**, aligning 3 product teams, 2 cross-departmental teams, and senior leadership from discovery to engineering handoff
- **Ran a multi-phase A/B experiment series to introduce new sales channels**, iterating across experiments and growing opt-in engagement by roughly 2x
- **Mapped customer and CRM touchpoints across the full journey** to identify engagement and conversion gaps, with key findings feeding into the CRM roadmap
- **Partnered with the CRM team to redesign customer email communications**, resulting in a measurable uplift in engagement
- **Led the migration to Material Design**, taking initiative to understand the technical complexities and simplify the process for designers and engineers; ran knowledge-sharing workshops on design tokens and long-term system maintenance
- **Consistently stepped into PM responsibilities** across a 3-year period of high PM turnover, owning cross-team alignment and delivery execution

DaytoDay Health (acquired by Babylon Health) / B2B2C

PRODUCT DESIGNER | APR 2020 - JUL 2022, BANGALORE

B2B2C healthcare platform · Surgical care app for patients and patient recovery management system for hospitals

- **Designed end-to-end features across a patient-facing app and a clinical management system**, including a wound care tracker and a mental health monitoring tool, each with the complexity and scope of a standalone product
- **Regularly conducted user research** with in-house nurses, doctors, and patients alongside the senior researcher to inform feature direction across both products
- **Co-created a full service map** spanning patient, hospital, clinical, product, and tech layers, which became a foundational tool for systems-level thinking across complex product decisions

Bridges for Enterprise / Internal tool

PRODUCT DESIGN VOLUNTEER | OCT 2021 - SEP, 2022, REMOTE

- Joined as one of the first design team members, helping **establish design and research processes** for the team alongside **delivering the startup application and management module**
- **Built a scalable component library** using Material UI, handed off to engineering for use across all platforms

Deloitte Digital / UX Designer / Enterprise tools

UX DESIGNER | JUL 2018 - MAR 2020, BANGALORE

- Designed a **demand management dashboard** for a global enterprise client to manage large-order supply pipelines, leading client and PM liaison within a design team of 20
- **Translated complex data and operational workflows** into clear, usable interfaces for enterprise users

Education

Symbiosis Institute of Design / B.Des in UX

2014 - 2018, PUNE