SAMIR ANAND
Senior Specialist - Interactive

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UI/UX Designer with 12 years of experience crafting intuitive digital experiences for B2B, B2C, SaaS, and enterprise applications across diverse sectors including insurance, finance, healthcare, education, F&B, logistics, and travel. Proven ability to lead cross-functional design teams, develop scalable design systems, and translate complex user needs into clear, accessible solutions. I collaborate closely with product and engineering teams to deliver seamless, cross-platform experiences, while mentoring designers to elevate team capabilities. Committed to usability, accessibility, and design consistency at every touchpoint.

Work Experience

LTIMindtree
Senior Specialist-Interactive

August 2022 - June 2025

As a UX Designer, I collaborated with cross-functional teams–including designers, developers, product managers, and Stakeholders are to deliver user-focused digital experiences. I led UX efforts for projects such as Intact Insurance, Continental Tires, and IFSCA, handling everything from research and wireframes to prototypes and final handoff. My work included creating user flows, personas, and interactive designs that balanced usability with business goals. I also contributed to several RFPs, including those for ICICI, NSDL, DGARM, BECU, Sodexo, and Mercer Clarios, by translating client requirements into clear, actionable UX design plans. My approach emphasized usability, consistency, and accessibility through iterative design and continuous feedback.

Harappa Education
Manager, Product Designer

November 2019 - August 2022

Worked closely with cross-functional teams and collaborated with product managers, developers & stakeholders. Leading the UI/UX design team is under the product team. Advocate and mentor UI/UX best practices across teams. Responsible for Android/iOS App, website, learning player, assessment, Q&A, online diagnostic test, activities, admin panel, partner dashboard & CMS designs. Evaluate team design methods, explorations, and technical solutions. Take care of typography, layout, composition, color theory, and grid systems. Communicate the UX/UI team's plans and question your own and others' assumptions, and also based on observations and hypotheses. Synthesize user feedback, identify types, and document user journeys and pain points across the B2B/B2C platforms.

Ziploan.in
Senior UI/UX Designer

April 2017 - April 2019

Created UI/UX Design for the Website and Android App for a leading FinTech Startup. Designed the ZipLoan dashboards to ensure a seamless operational experience. I have started here from scratch. My responsibilities are to work closely with the Product & Engineering team to ensure designs are executed as designed. Collaborate with agile, multi-disciplinary teams to evaluate the feasibility of proposed features and create phased approaches to development. Take customer feedback, in-depth site analytics, research findings, and User Testing. Quickly come up with insightful workflows and simple solutions to complex design problems. Use quantitative and qualitative methods to test the product with users.

Prowide Solutions Pvt. Ltd.
Senior UI/UX Designer

September 2016 - March 2017

Used Adobe XD, Photoshop, Illustrator, and CorelDRAW to create UI/UX designs for all products. Worked on marketing and e-mail marketing projects. Designed web, tablet, and mobile interfaces in both Android & iOS for multiple clients.

Twyst.in
Lead Designer

March 2014 - August 2016

Worked on customer-focused UI/UX Design for the web, Android & iOS platforms for a growth-focused Food and Beverage Platform.Worked on Marketing and promotional campaigns for multiple channels, including social media. Worked on features like Order Tracking, SOS, and Page Layout. Create Visual Designs & Specs Sketches, Lo-fi/Hi-fi Wireframes & Interactive Prototypes. Conduct user research and testing to validate user-centered design decisions, UI & interaction Design.

Worked on Print Design, Logo Design, and Web Banners for India's largest online printing store. Designed products like T-Shirts, Coffee Mugs, Posters, and Corporate Gifts.

Skills & Expertise

User Experience Design - User Persona - Information Architecture - User Research - Guerrilla Research - Survey - Competitive Analysis – Lean UX - Usability Testing - AB Testing - User Flow - User Journey - User Interface design – Wireframe - Prototype - Visual Design - Interaction Design - Video Prototype - UAT – AI Tools – Team Leading – Critical Thinking – Design Project Management

Figma, Adobe XD, Miro, Jira, Trello, Wix, Photoshop, Illustrator, Sketch, CorelDraw

Educational Qualification

10+2 Holy Mission High School (Samastipur, Bihar)
Bachelor's in Commerce (Hons.) Babasaheb Bhimrao Ambedkar Bihar
UniversityPG. Diploma in Design, Maya Academy of Advanced Cinematics

Certification

Google UX Design ~ Coursera

Photoshop Certification ~ Adobe

Fundamentals of UX ~ Pluralsight

UX Foundations Research   ~ LinkedIn

Adobe XD Essential Training   ~ LinkedIn

Human-Computer Interaction by Georgia Tech~ Udacity

Languages

Hindi

English

Maithili