

SARAH ANIL

Product Designer | UI/UX | Design Research

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ABOUT

Product Designer with experience designing for Ed-Tech, deep-tech startups, and social impact, from user research to shipped UI.

EXPERIENCE

UI/UX Intern | IIT Bombay | Zwilling Labs (client) | Nov 2025 — Mar 2026

Zwilling Labs is a deep-tech startup incubated at IIT Bombay

- Redesigned the company website end-to-end in Wix Studio, achieving 1,333 page views and 419 unique visitors across 20+ countries within the first month of launch
- Restructured the UI and information architecture of Zwillio, the studio's core product, improving content hierarchy and navigation flow
- Produced two iterations of a Brand Manual, along with other designers, establishing visual identity guidelines used across all company touchpoints
- Designed marketing collateral including a PowerPoint pitch deck, MinePulse brochure, and with initial DhatuVerse branding and UI/UX recommendations
- Contributed to hardware workflows including sensor testing, enclosure assembly, and OCR annotation review, gaining cross-functional exposure to product development

Design Intern | Catalyst for Social Action | May 2024 — Jun 2024

Non-profit focused on child welfare

- Designed visuals and layout for the organisation's annual report
- Supported brand identity and content creation across social and internal materials
- Contributed to the initial strategy phase of a nutrition campaign

Magazine Design Team | SOD Magazine BIRD | 2023

School of Design student publication, NMIMS

- Designed cover and section break pages for the annual edition
- Collaborated with editorial team on layout and content

SOFTWARE SKILLS *(In order of proficiency)*

Figma | Wix Studio | Adobe Suite | Canva | Claude | Chat Gpt | Gemini | Perplexity | Co-Pilot | Unity | Fusion | Arduino | HTML | CSS

DESIGN STRENGTHS

Design Research | Product Design | UI/UX Design | Prototyping | Branding | Illustration
| Graphic Design | Photography

AWARDS & RECOGNITION

NMIMS Symposium (Group Project) 2024 - Research Poster, won a certificate

Service Design Competition (Group Project) 2024 - Shortlisted to research proposal phase

EDUCATION

B.Des (Humanising Technology) | NMIMS School of Design, Mumbai | 2022 - 2026 | CGPA: 3.37