

Anchal Deepak Nagdev

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PROFESSIONAL SUMMARY

Product Designer with 5+ years owning B2B SaaS, e-commerce, and AI-enabled products end to end, driving an **86% lift** in independent task completion at ASU and **4,100 users** from a **5,000-invite launch** at DADO. Owns payments, privacy, and permissions flows and the design systems behind them, ties design to revenue goals, and partners with PM and engineering from discovery through QA to ship **production React** built to **WCAG 2.1 AA** with AI tools.

PROFESSIONAL EXPERIENCE

Product Designer | DADO Luxury Ventures Inc.

Jul 2026 – Present

- Own **0-to-1 design** for a luxury gifting platform across **3 launch products**, a 20+ category taxonomy, and IA for a 60+ page editorial system.
- Shipped **150+ mobile-first flows** in under 3 months by pairing Figma with **Claude Code** and React/TypeScript/Tailwind, taking features from PRD to production with a 14-person cross-functional team and QA-testing across phone, tablet, and desktop.
- Launched to 5,000 invitees, drawing **4,100 users** and **41,400 tracked events**.
- Protect contributors from paying for gifts that are never bought, with **end-to-end payments and group-gift contributions** (pledges, Stripe saved cards, authorization, identity verification) that charge only at purchase, covering every error, empty, and edge state.
- Closed platform-wide **privacy gaps** with per-item visibility settings on a **two-tier audience model**, enforced from UI to RLS database policy.
- Ended drift between 3 separate views of a person (a pop-up, a gift history entry, and account details) by merging them into **one autosaving profile page** that shows who added each detail, then split the private save list from the public wishlist.
- Authored the **Figma design system** (variable collections, tokens, component libraries, responsive breakpoints, email templates) with documented **WCAG 2.1 AA** standards adopted across surfaces, and mentor the 3 designers hired since through critique and design review.

Product Designer | Learning Engineering Institute (ASU)

Feb 2025 – May 2026

- Lifted assignment click-through by **34%**, avatar interaction by **78%**, and independent task completion by **86%** after replacing a hand-extended 100+ character Figma avatar library in iSTART Early with a DiceBear SVG system of 5 avatars generating 500+ variants, ending per-asset maintenance.
- Aligned 7 stakeholders and an 8-person cross-functional team on **Requesta**, an LLM-powered question-generation platform on ASU's multi-provider CreateAI gateway, by driving UX from a **40-page SRS** to user flows, Figma prototypes, production UI, and a component library.
- Exposed a **silent analysis failure** in **WAT Researcher** that the team had not caught, leading to 13 fixes before launch, through an end-to-end usability study with a 12-task protocol, a workbook sent to 6 researchers with 4 completing every case, and 48 task attempts against 3,000+ synthetic essays.
- Distilled input from 20+ focus group participants on **AI-X** into 8 themes, 24 criteria, and **3 AI learning frameworks**, then logged **40+ design-QA findings** against the build and tracked focus-group fixes from High/Medium/Low priority to merged PRs.

Product Designer Intern | Arizona State University

Aug 2024 – Dec 2024

- Turned a Kano-model study of **253 older adults** and an IEEE/HRI literature review into **20 healthcare robot concepts**, each checked against the study's 27 scored features, then narrowed the focus to medication input.
- Structured a **16-question medication input survey** across 5 sections for patients, caregivers, and providers, covering 6 medication formats and probing auto-complete, manual entry, and logging errors, then wrote 2 research proposals on voice entry.

UX/UI Engineer | tCognition LLC

Jan 2023 – Apr 2024

- Earned adoption from the in-house staffing team of tCognition, a **175-person IT staffing firm** on 4 continents, for **Xseed.AI**, an AI-enabled applicant tracking system covering job posting, resume parsing, interview scheduling, onboarding, and analytics for admin, recruiter, and candidate roles.
- Built a **410-component library** with states carried as variants (buttons, inputs, tables, filters, modals), plus annotated, dev-ready specs for every screen, including **48 desktop screens** for the recruiter handoff, reusing one set of design patterns across all 3 role interfaces.
- Partnered with product managers and engineers in an 11-person Agile team to convert specs into **production React**, TypeScript, JavaScript, and Material UI, scaling **WCAG 2.1 AA** contrast and keyboard patterns across every recruitment module in **Xseed.AI**.

Product Designer | Firefly Pumps

Jan 2021 – Dec 2022

- Moved quotes out of Excel into **6 tracked quote states**, draft to closed, by building inquiry capture and the quotation workspace of an internal sales tool for **~100 sales and operations users** at a fire pump maker with 10,000+ installations across 40+ countries.
- Specified a **5-state field model** (known, unknown, not applicable, needs follow-up, pending confirmation) so reps could save partially known inquiries and operations could track open gaps across all 6 stages, inquiry to handoff, before the external dev team built the screens.
- Co-authored the **Figma design guide** (foundations, forms, tables, status patterns) used by the sales tool, the website, and an external dev team.
- **Rebuilt the website** from a single dense catalogue into category- and application-led discovery for portable, vehicle-mounted, and PTO pumps.

EDUCATION

Master of Science, User Experience | Arizona State University

GPA: 4.00/4.00 May 2026

Bachelor of Technology, Computer Science and Engineering | Sanjay Ghodawat University

May 2023

TECHNICAL SKILLS

UX & Product Design: Product Design, UX Design, Interaction Design, Information Architecture, User Flows, Task Flows, Wireframes, Prototyping, Journey Mapping, Usability Testing, UX Research, Heuristic Evaluation, Accessibility, WCAG 2.1 AA, Design Principles, Design Standards

UI & Visual Craft: Visual Design, UI Design, Typography, Visual Hierarchy, Responsive Design, Mobile-First Design, Design Systems, Component Libraries, Design Tokens, Design Patterns, Micro-interactions, Adobe Creative Cloud

Research & Data: User Interviews, Surveys, Contextual Inquiry, Card Sorting, Personas, Qualitative Research, Quantitative Research, User Research, User-Centered Design, Research Synthesis, Product Analytics, A/B Testing, Data-Informed Design, Qualtrics, Amplitude, Miro

Product & Business: Product Strategy, Roadmap Collaboration, Requirements Definition, PRDs, User Stories, Design Sprints, Stakeholder Communication, Cross-Functional Collaboration, Agile/Scrum, Asana, 0-to-1 Product Design, Growth UX, B2B SaaS, B2C, Enterprise Workflows, E-commerce

Technical Fluency: HTML, CSS, JavaScript, React, TypeScript, Tailwind CSS, Design-to-Dev Handoff, Implementation QA, Design QA

Tools & AI: Figma, Figma Make, Framer, Claude, Claude Code, Cursor, v0, Copilot, AI Tools, LLM Integration, Prompt Engineering, Conversational UI