

# Anurag Kumar Singh

SENIOR PRODUCT DESIGNER · <http://anurag27k.github.io/> · <https://www.linkedin.com/in/anurag27k/>  
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## SUMMARY

Anurag is a result oriented and senior product designer with expertise spanning across various sectors, including Demand supply management, Healthcare, ERP and Government permitting and licensing. Demonstrated proficiency in design and coding, with a track record of handling complex projects with success. Integrates technical skills with a strong aesthetic sense. He has led teams to harness success and create a culture of constant improvement while contributing to the design community. He has a record of driving projects from 0 to 1 while working on multiple work streams in parallel. He is a proud team player focused on achieving project objectives with speed and accuracy.

## SKILLS

### Core Skills:

UX Design & Research · UI Design · Interaction Design · Web Development · Testing & Evaluation · User Centered Design · Data Visualization · Service Design · Accessibility · Mixed media · Augmented Reality · Virtual Reality · Graphic Design · Color Theory · Typography · Layout Design

### Soft/business Skills:

Leadership and Team Management · Design Strategy and Conceptualization · Creative Direction Project Management Skills · Problem-Solving and Critical Thinking · Strategic Thinking · Presentation Skills · Continuous Learning and Adaptability · Product Vision Definition · Effective Communication · Complex Problem Solving · Planned and Systematic Execution

## EDUCATION

**IDC School of Design, IIT Bombay**  
Master of Design (Interaction Design)

**NIT Tiruchirappalli**  
B.Tech ( Computer Science & Engineering)

## EXPERIENCE

### Intuit, Bengaluru

Jun 2024 - Present

#### Senior Product Designer

- Led multiple work streams inside the VEP team (Virtual Expert Platform) involving demand forecasting, capacity planning, allocation and ramp/supply procurement.
- As a platform team, which worked across verticals, I worked in influencing strategy and tech decisions, and AI inclusion, to drive teams towards a more cohesive system where the manual process and tribal knowledge of users is eliminated and users (or planners) can make confident decisions.
- Led team of 3 designers in making their design and decision making processes stronger. Also mentored them from time to time to uplift them professionally making them capable for industry.

**Oracle Tech Hub, Bengaluru**

Aug 2022 - Jun 2024

## User Experience Designer

- Led various commercial projects on government and citizen facing applications which help in permitting, licensing, planning and code enforcement.
- Built synergies with cross-functional teams, of PM, developers and designers, across geographies to develop processes which reduced effort for efficient, timely and scalable results.
- Worked upon strategies to incorporate AI in future vision projects while handling projects independently and provided leadership and guidance to junior designers, fostering their professional growth and development.

**D. E. Shaw India Private Limited**

May 2021 - Jul 2021

## Interaction Designer

- Contributed innovative ideas and solutions to address on a project which involved creating a roadmap planning and employee management application which would effectively reduce the errors while project estimations.
- Conducted user research, usability testing, and analysis to inform the design process and enhance the user experience.
- Created wireframes, prototypes, and user flows to visualize and iterate on design solutions, prioritizing usability and accessibility.

**Cerner Corporation**

Apr 2020 - Aug 2020

## User Experience Designer

- Enabled physicians to dismiss/delete the AI proposed opportunities, a proposed documentation opportunity or clinical validation notification, presented by the NLP Engine of the system.
- Reduced the clicks by 33% while keeping actions least intrusive for the physician.
- Interfaced directly with clients to understand their design requirements, gather feedback, and address any concerns or revisions promptly.

**People10 Technologies Inc.**

May 2018 - Jun 2019

## User Interface/Experience Designer

- Single handedly worked on developing an application for the Bomb squad to record and report details of the suspect package.
- Developed visually appealing and on-brand designs across various mediums including web, mobile, and print. There were 3 parts in here namely collaborator app, marketing website and branding.

**Philips Healthcare**

Jun 2016 - May 2018

## UX Designer and Engineer

- I had the opportunity to work in 2 teams over here. In my first team I worked in the Health watch team where I contributed innovative ideas and solutions to address complex design challenges while handling creation of REST Microservices and their APIs for onboarding experiences.
- In my second team, I created wireframes, prototypes, and user flows to visualize while working on MRI dashboards which demanded adaptability and flexibility in widgets. I was also involved in development of this application using front end technologies like AngularJS, HTML, CSS

## PUBLICATIONS

### **Exploration of inter-marker interactions in Tangible AR**

<https://doi.org/10.1145/3562939.3565642>

*VRST '22: Proceedings of the 28th ACM Symposium on Virtual Reality Software and Technology*

- In this paper we explore multiple inter-marker interactions in the tangible AR space along with their use cases. We developed prototypes that demonstrate primarily five inter-marker interactions.

### **Grapho: Bringing line chart accessibility to the visually impaired**

<https://doi.org/10.1145/3570211.3570213>

*IndiaHCI '22: Proceedings of the 13th Indian Conference on Human-Computer Interaction*

- In this paper we propose Grapho, a graph visualization physical tool that allows a visually-impaired person to perceive, create and modify a line chart.

### **Comparative Evaluation of Speech Interfaces in Hindi**

[https://doi.org/10.1007/978-3-031-80829-6\\_6](https://doi.org/10.1007/978-3-031-80829-6_6)

*IndiaHCI '24: Proceedings of the 15th Indian Conference on Human-Computer Interaction*

- In this paper we evaluated VUIs for Hindi speaking audiences and evaluated them based on their response rate, success rate, helpfulness, goodness, length of response and interruption rate.

## LEISURE

Badminton · Boardgames · Guitar · Playstation · Old music classics · Fiction · AI creations · Sketching · Concerts · Lakeside strolls