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| Anurag Duddu  Product Design & Strategy | [anurag.duddu@gmail.com](mailto:anurag.duddu@gmail.com) • 224-284-9111  [anuragduddu.com/](https://anuragduddu.com/) • Chicago, IL  [linkedin.com/in/anuragduddu/](https://www.linkedin.com/in/anuragduddu/) |

Dynamic and results-oriented, I bring 9 years of experience in transforming ideas into market-ready innovations, balancing creativity with functionality throughout the product and design life cycle. My expertise in building and guiding global teams, both in India and the USA, has been instrumental in delivering impactful, user-centric products. With a focus on ensuring sustained relevance and customer satisfaction, I adeptly lead projects that result in meaningful and lasting improvements in product performance and UX/UI design. Currently seeking summer opportunities as User Experience Design Intern.

**Qualifications Summary**

* Demonstrated expertise in product strategy, team leadership, and design thinking. Adept at project management, user research, and employing Agile methodologies to drive innovation and meet business objectives.
* Strong communication skills, coupled with proficiency in UX design principles. Known for fostering collaboration, implementing data-driven decision-making, and staying abreast of industry trends.
* Able to design thoughtful and useful software user interfaces and experiences in a team environment. Capacity to create user-centered designs by considering market analysis, customer feedback, site metrics, and usability findings.
* Ability to excel in fast-paced, high-performance environments while tactfully acknowledging business and organization constraints. Understand the value of crafting products/services, storytelling, and team collaboration/management.

# Areas of Expertise

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| **Product Design:** | Product Strategy ▪ User-Centric Design ▪ Design Thinking ▪ Project Management ▪ User Research ▪ User Experience Design ▪ Prototyping & Wireframing ▪ Agile Methodology ▪ UI/UX Design ▪ Market Awareness ▪ User Experience Optimization ▪ Design Systems |
| **Management:** | Team and Executive Leadership ▪ Project Management ▪ Strategic Planning & Analysis ▪ Collaboration ▪ Data-Driven Decision Making ▪ Communication Skills ▪ Problem Solving ▪ Client & Stakeholder Management ▪ Analytical Skills ▪ Presentation skills ▪ Leading Meetings |
| **Tools:** | Understanding of HTML ▪ CSS ▪ JavaScript ▪ php ▪ MySQL |
| **UI Design:** | Figma ▪ Adobe Suite ▪ Sketch ▪ Invision among other design softwares |
| **Product Analytics:** | Google Analytics ▪ Inspectlet ▪ Amplitude |
| **User Research:** | User Testing ▪ UXPin ▪ Optimal Workshop ▪ Survey Design ▪ Ethnography ▪ Quantitative Research |
| **No/Low-Code:** | Framer ▪ Webflow ▪ Flutterflow |

# Career Experience

**Huddl.ai, Hyderabad, IN 05/2022 – 05/2023**

**Product and Design Leadership**

Defined and led product and design functions as well as performed on products that pivoted to different business usecase. Leveraged product management, Quantitative data analysis and user research methodologies for informed design decisions, and generated innovative ideas to enhance customer engagement. Worked closely with data science to use the right AI models for business usecase

* Helped product pivot to a more lucrative business opportunity with the technology built previously.
* Navigated evolving technology landscapes by iterating on various versions for continuous innovation within industry.
* Led a lean team through demanding budget constraints, engaging in work independently to ensure project delivery. Showed commitment to excellence by contributing to tasks, leveraging senior expertise to maximize outcomes with limited resources
* Showcased leadership by influencing key design decisions and strategic directions to top-level management, revived team enthusiasm, set new product vision and direction, and championed user-centric approaches.
* Crafted strategies to streamline systems and interfaces, transforming into seamless and intuitive user experiences.
* Elevated organizational UX maturity via targeted initiatives, contributing to improvement in user satisfaction/engagement.
* Steered complete product and design direction, resulting in successful creation of cutting-edge 2.0 product.
* Was responsible for project coordinating and quality delivery of diverse software development projects.

**Infinative, Hyderabad, IN 10/2018 – 04/2022**

**Co-Founder**

Provided strategic leadership, performed as primary spokesperson, and cultivated relationships with potential customers to communicate the company's capabilities, mission, and commitment to product improvement. Spearheaded formulation of company's mission, vision, and culture. Oversaw financial activities, including reporting, budgeting, negotiating and auditing, while assuring compliance with relevant regulations and laws. Upheld high performance and positive morale, liaised with key stakeholders and clients, and managed risk, partnerships, marketing, staff recruitment, and training. Represented the company on design matters and headed a team of UX designers. Early in the company’s growth cycle, designed hands-on user flows, mock-ups and implemented strategies to elevate overall user experience, addressing design challenges and providing feedback on various projects. Trained 12-member team as mentor, evaluated customer requirements, and directed research for customers, ideating creative concepts with clear narratives for certain customers.

* Achieved $0.5M ARR growth by prioritizing swift delivery and securing robust client base through recommendations.
* Grew business from inception and took the role of business development manager to drive overall success.
* Attracted design talent through strategic networking and compelling pitches, fostering growth of dynamic design firms.
* Captivated prospective customers by presenting compelling digital product design proposals, resulting in acquisition of five projects within initial months of operation.
* Functioned as head of design until 2020 and supervised effective sourcing and development of top team talent while providing guidance on various project designs.
* Cultivated team excellence through leadership, ensuring talent growth and project success in a dynamic field of design.

**Farmrevv, Hyderabad, IN 10/2018 – 02/2022**

**Co-Founder**

Directed business operations across three locations, heading a 50-member team (40 in ground ops/supply chain) focused on resolving inefficiencies in India's agriculture supply chain for fresh produce. Spearheaded solutions through technology and facilitated connection between farmers and businesses. Utilized data and market insights to develop customer-centric applications to drive direct orders, while also managing operational improvement, risk assessment, mitigation, financial capabilities, budgets, and communications. Engaged in hands-on learning and analysis of customer products, nurturing partnerships with prominent e-commerce and retail organizations. Organized and optimized logistics, harvest/post-harvest, shipping, and delivery processes for seamless operations in farm-to-table startup ecosystem. Invented new models of engagement with farmers.

* Achieved management of over seven tons of produce and processed 100+ SKUs following successful scale-up.
* Decided product and business direction while taking charge of both success and failures.
* Surpassed 2021 revenue target, reaching $1.2M year-to-date and demonstrated revenue growth from ground up (800K was in last year of operation). Remained focused on innovation, making right decisions, bets, and team building.
* Conducted comprehensive market analysis through field studies and product research using various research methods, personally procuring client products and converting farmers and other suppliers to sell to enhance understanding and adapt strategic approaches. Understanding of psychology helped create innovative methods that allowed for competition with large players.
* Established as preferred partner for every e-commerce and retail provider in the city, including few five-star hotels and upscale restaurants solidifying key partnerships.
* Led end-to-end management across multiple business units, product, and strategy, including human resources, finances, content design and operations, showcasing commitment of 100+ hours per week to assure seamless operations.

**Huddl.ai, Hyderabad, IN 11/2017 – 10/2018**

**Design Consultant - Manager**

Delivered exceptional services as independent consultant, driving design execution, translating business requirements and crafting compelling fundraising pitch. Established and led dynamic design team, overseeing six designers of varying expertise levels. Collaborated seamlessly with product and engineering teams, and ensured smooth deployment of product by managing resources, timelines, and budgets to meet objectives. Built a reputation as a creative problem-solving expert and demonstrated strong project management skills. Highlighted potential issues early on and presented effective solutions promptly. Fostered a culture of collaboration, trust, and accountability as well as maintained positive team morale through continuous feedback loops and best practices for designing mission-critical projects across diverse industries.

* Delivered an impressive milestone by attaining initial 1,000 customers within just 30 days of product deployment.
* Transformed talent acquisition by selecting design professionals from universities and providing on-job training.
* Crafted experiences that followed industry trends with clear style guides, design system, motion design, illustrations and other visual design patterns with adequate market research to create a position for the product's design language.
* Showcased leadership by presenting key design decisions and strategic directions to top-level management, influencing crucial product decisions and championing user-centric approaches.
* Elevated organizational UX maturity via targeted initiatives, contributing to improvement in user satisfaction/engagement.
* Continued engagement later as a part of the design firm. Rendered UX services and supported product needs.
* Media design for voice and touch based experiences across TV, Mobile Applications, Web Content & Apps, Desktop and Tablet. End to End application design.

**UXReactor, Hyderabad, IN 07/2014 – 10/2017**

**UX Consultant**

As a UX Designer and consultant I shared invaluable subject matter expertise to multiple clients, offering insights and strategic guidance on enterprise applications. Planned and executed strategic programs, while devising and implementing talent growth, acquisition, and retention strategies. Gathered client requirements and comprehensively understood goals, subsequently producing impactful usage scenarios, personas, presentations, and workshop material. Conducted workshops and provided decisive product direction to clients, as well as educated internal and external stakeholders on key user experience research findings. Facilitated usability testing and leveraged insights to create design concepts, storyboards, workflows, wireframes, journey mapping, product prototype development, content, and sitemaps. Analyzed user feedback and executed strategic modifications, all geared towards elevating overall user experience and information science and architecture. Designed a comprehensive UX curriculum, design review process, delivering engaging lessons that covered interaction design, user research, and design critique. Tracked and documented trainees' progress, sharing constructive feedback for production of high-quality designs. Provided quality instruction that involved not only guiding learners but also documenting common errors with great attention to detail to facilitate continuous improvement. Emphasized adaptability, collected valuable feedback on lessons, and leveraged input to tailor curriculum to meet evolving needs and learning abilities of trainees.

* Attained rapid turnaround of dissatisfied clients within one month, extending contract and implementing recruitment strategy that led to nationwide capacity increase for prospective candidates.
* Promoted staff freedom, nurtured culture of growth and innovation, and formulated the company's inaugural set of policies encompassing employee wellness, issue resolution, best practices, and employee-management relations.
* Maintained dual oversight of teams in India and USA for smooth collaboration across geographical boundaries.
* Recognized as top performer year after year, honing essential design skills such as presentation, workshop management, project management, design conceptualization, team engagement, product development, and client communication.
* Took full project operations within six months and established the company as a solid design studio in India.
* Innovated key features for hesitant client, providing strategic development direction, ultimately contributing to client selling the company for $300M.
* Completed a project for a Fortune 1000 client within six months, outperforming the company's own large team, which struggled for one year to turnaround an underperforming product.
* Designed new products to address major use cases, setting benchmarks for future design language, and cultivating strong professional relationships with key personnel through significantly efficient delivery.
* Rendered expert guidance on best practices and addressed queries, fostering a conducive learning environment.
* Assured successful lesson deliveries, empowering trainees to lead pivotal projects for UXReactor.
* Mentored individuals in the bottom 10 percentile, implementing proactive measures that effectively prevented drop-offs and had a high retention rate among learners putting interpersonal skills to good use.

# Education

**Master’s Degree in Design( M.S in Human-Computer Interaction)**

Institute of Design, Illinois Tech, Chicago, IL, 08/2023 -12/ 2025

**Master’s Degree in Public Policy & Administration**

Stuart School of Business, Illinois Tech, Chicago, IL, 08/2023 - 12/2025

**Bachelor of Technology in Electronics & Instrumentation**

VNR VJIET, Jawaharlal Nehru Technological University, Hyderabad, IN, 2014

**Languages**

English, Native

Telugu, Native

Hindi, Native