

ANUJA HARSHA NIMMAGADDA

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SENIOR PRODUCT DESIGNER | AI & DATA PLATFORMS

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SUMMARY

Senior product designer and UX generalist with 10 years of experience, the last several in B2B SaaS: BI tools, data analytics, and AI-native products. At WebFOCUS I took over and redesigned the UX of its AI features (natural-language query and automated insights, both shipped, and no-code ML) and architected the hub to unify them. I build working React and Next.js apps through AI coding agents, not by hand, and I drive the conversations that get ambiguous technical problems decided. My test for every screen is whether it's as obvious as a chair, and I decide what not to change as carefully as what to change.

PROFESSIONAL EXPERIENCE

Independent Product Designer, AI Products

November 2025 - Present

Self-directed · React, Next.js and Expo apps built through Claude Code, Codex, Cursor and Antigravity

Designed five AI products end to end between February and September 2026 while building AI fluency and engineering empathy. All five are live.

- **Warden, AI-agent governance console:** A five-gate permission engine that decides what the AI agents across four of my live apps may do, with role-based access, observability across my sites, and Resolve, where a stuck agent asks a person for the missing answer. Enforcement is live on my portfolio's chatbot: pausing it actually stops it. warden.anujaharsha.com
- **Ask Anu, conversational agent:** The Claude-backed chat on my portfolio, pairing a curated answer set with a model fallback, its tone calibrated to my own writing; metered and governed by Warden.
- **Pathwise, AI education and career navigator:** Projects education ROI and career paths from cited data, designed for non-deterministic output: an LLM proposes and code verifies, so extracted facts carry their source. pathwise.anujaharsha.com
- **Also live:** Finance Chief, a local-first financial decision engine (wealthengine.anujaharsha.com); Inkwell, a writing studio with an AI coach (inkwell.anujaharsha.com); and my interactive visual and motion design portfolio (mind.anujaharsha.com).

Senior Product Designer (official title: Senior UI/UX Engineer)

August 2022 - November 2025

Cloud Software Group (ibi WebFOCUS)

WebFOCUS is a data and analytics platform in a \$175M P&L business unit, named Best in Class in Dresner Advisory Services' 2025 Industry Excellence Awards. I owned the UX of its AI surfaces and the redesign of its decades-old scheduler, and after half the design team was cut in January 2025, managed more than 50% of the platform's UX architecture.

- **AI Surfaces: NLQ, Insights and ML.** Redesigned natural-language query and automated insights (shipped in 9.3) and, as its only designer, the no-code ML training workflow, cut from 12–15 clicks to a guided four-step wizard; four of four non-technical SMEs trained a model unaided in usability testing. Explainability shipped in 9.2; the full ML revamp was built and test-complete, not released. NLQ adoption rose 25% after the new model and the redesign shipped together. Case studies: anujaharsha.com/work/explore-data · anujaharsha.com/work/ml-functions
- **AI Platform Unification (IQ Hub).** Proposed the DSML Hub with my PM, got it greenlit, and designed it: one home and one mental model for all three engines, where one action applies a dataset to all of them. Leadership had blamed the models; the real problem was visibility. Design complete; engineering 80–90% code-complete; release deferred by the company. anujaharsha.com/work/iq-plugin
- **Legacy Modernization (ReportCaster).** Led the first-ever UX redesign of the decades-old scheduler that runs millions of automated jobs a week, designing every screen (about 250). Sat with Support to see how users worked around it, reverse-engineered the undocumented engine by hand, and consolidated five subsystems into one hub, built to extend from five delivery methods to eight without a redesign. Shipped April 2024; the at-risk account stayed, a five-year, multi-million-dollar renewal was signed after, and a customer praised it on the record at a Virtual User Group I co-hosted. anujaharsha.com/work/reportcaster

- **Design System and Platform.** Managed the design system used across every ibi product, by the design team and all engineers in the business unit, as the right hand to the Director of Design, alongside RBAC, the admin console, permissions, and policy and audit.
- **Leadership.** Aligned four PMs, 30+ engineers, 6+ QA engineers and four customer-support and technical customer representatives without direct authority, and won over the veteran engineers who built these systems. Co-wrote scope and documentation with my PMs and wrote detailed tickets. Onboarded and mentored the two designers who took ReportCaster over, then picked it back up after they were laid off, as the only designer with my director and a contractor.

Independent Product Designer (Freelance)

April 2017 - July 2022

Full-time freelance 2017–2019; project-based engagements 2019–2022.

- Designed end-to-end product architecture for early-stage B2B and SaaS startups, including OneView and Kedazzle, across fintech exception management and IoT cybersecurity controls.

Enterprise Product Designer

November 2016 - March 2017

f1Studioz

- Led the redesign of a multi-platform enterprise facility management system (web, mobile, tablet) as the primary liaison between enterprise clients, product managers and engineering, working in Agile UX.

First Product Designer

August 2012 - November 2016

9P Studioz

- Joined a tech incubator six months after founding as its first product designer; stayed 4.4 years, until it shut down. Shipped about 20 consumer apps and games on iOS and Android, designing retention loops and iterating on session analytics.

SKILLS

Design:	Figma, User-Centered Design, Interaction Design, Information Architecture, User Flows, Wireframing, Rapid and High-Fidelity Prototyping, Visual Design, Typography and Layout, Motion Design, Design Systems, Systems Thinking, Responsive and Mobile Design, Data Visualization, Accessibility Fundamentals (WCAG), UX Writing, Design Specs and Handoff.
Research:	In-Person User and Customer Interviews, Survey Design, Customer Journey Mapping, Persona Creation, Usability Testing, Data-Informed Design.
AI:	Generative AI and LLM Product Design, Conversational AI and Chat Interfaces, Agentic Workflows, Designing for Non-Deterministic Output, Trust, Transparency and Explainability, Human-in-the-Loop Review, Responsible AI, Prompt and System-Instruction Design, AI Prototyping.
Leadership:	Design Leadership, Design Critique, Mentorship, Design Storytelling, Presenting to Senior Leaders, Stakeholder Management, Influence Without Authority, Cross-Functional Collaboration, Negotiation, UX Strategy, Product Scoping and Documentation, Zero-to-One Product Development, Agile UX.
Tools:	Figma, Adobe Creative Cloud (Illustrator), Claude Code, OpenAI Codex, Cursor, Google Antigravity, Jira, Confluence; foundational coding (HTML, CSS, basic React changes).

RECOGNITION AND COMMUNITY

- **Employee Spotlight Award**, CSG (May 2023), my team's first designer to win it; a **Wall of Portfolios** feature (2026).
- **Writing and mentoring:** two technical articles for the Cloud Software Group community ("The Secret Behind Better BI," "Enhancing UX in WebFOCUS DSML"); Medium articles on ML UX, system archaeology and collaboration (medium.com/@anu.anuja); active ADPList mentor.

EDUCATION & CERTIFICATIONS

MIT xPRO — *Professional Certificate: Designing and Building AI Products and Services*

Georgia Institute of Technology — *Professional Certificate in Human-Computer Interaction*

Dr. B.R. Ambedkar Open University — *Master of Arts in English Literature*

SNDT Women's University, Mumbai — *Bachelor of Arts in English Literature*

Mahatma Gandhi University — *Bachelor of Arts in VFX & Animation*