

ANAND MISHRA

PRODUCT DESIGNER

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SUMMARY

Product Designer with hands-on experience across UX/UI design, brand strategy, and design systems. Skilled in user research, competitor analysis, information architecture, wireframing, and prototyping, with a track record of taking products from concept to high-fidelity, accessible interfaces.

PROFESSIONAL EXPERIENCE

THE EDITOR SUITE - Brand Designer and Strategist

April 2025 - July 2026

- Led end-to-end branding projects from research and strategy to final execution.
- Conducted competitor and market research to define positioning and design direction.
- Built scalable brand identities, design systems, and visual guidelines.
- Collaborated with founders and developers to deliver consistent digital experiences.
- Presented concepts and iterated designs based on stakeholder feedback.

PROJECTS

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April 2026 - Jun 2026

Self-Initiated Concept, Freelance Platform Mobile App

- Independently designed a mobile freelance-platform app end-to-end, from research through high-fidelity UI.
- Conducted competitor analysis to define user flows and information architecture.
- Designed responsive, accessible interfaces with a distinct visual identity and dark, premium aesthetic.
- Built a reusable design system to maintain consistency across screens.
- Created prototypes to validate usability and interaction flow

Letcoaching

Dec 2025 - Feb 2026

Independent SaaS Product (in development, pre-launch)

- Defining brand strategy and product design for a SaaS platform for Indian creators and educators, currently in development.
- Conducted market and audience research to inform positioning and design direction.
- Built a scalable design system spanning typography, color, iconography, and layout principles.
- Designed the landing page and core product UI in Figma.
- Created brand guidelines to maintain consistency across digital assets as the product moves toward launch

EDUCATION

Bachelor of Engineering in Computer Science

Oct 2020 - July 2024

Rajiv Gandhi Proudhyogiki Vishwavidyalaya (RGPV)

CGPA: 7.6 / 10

SKILLS

- **Product Design:** Product Design, UX/UI Design, User Research, Usability Testing, Product Strategy, Information Architecture, Wireframing, Prototyping, Design Systems, Interaction Design, Visual Design, Accessibility, Competitor Analysis, Design Handoff
- **Tools:** Figma, FigJam, Adobe Illustrator, Adobe Photoshop, Framer, ChatGPT, Claude Code, Cursor AI, Midjourney.
- **Technical:** HTML, CSS, JavaScript, React.js, Git, GitHub