

Anurag Dommeti

Sr Product Designer

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Los Angeles, CA

About Me

I'm a seasoned designer who cares about creating thoughtful, detailed, and kind products.

Experience

Sr Product Designer @ Superformula

Nov 2021 - Sep 2022, Los Angeles, CA (Remote)

I helped redesign the system to allow classic car insurance holders to file claims online. Our goal was to encourage members to self-service and reduce service center call volumes.

UX Manager @ McGraw Hill Education

Jul 2017 - Jan 2020, Santa Monica, CA

I defined the UX strategy for multiple products and led a team of designers to define an engaging and consistent end-to-end platform experience for educators and learners.

Lead / Sr UX Designer @ McGraw Hill Education

Oct 2014 - Jun 2017, Santa Monica, CA

I designed enterprise applications for educators and learners in collaboration with multi-disciplinary teams. I also created a styleguide for our company's learning management system.

UI/UX Designer @ Freelance

Sep 2010 - Jan 2012

I designed web applications and websites for marketing and enterprise users. I specialized in responsive design, branding, illustration, and icon design.

UX Research Lead @ Vihara Innovation Network

Apr 2009 - May 2010, Bengaluru, INDIA

I supervised research projects that focused on UX. I was also responsible for client liaisons and creating budgets and proposals.

UX Researcher / Project Manager @ Vihara Innovation Network

Sep 2007 - Mar 2009, Bengaluru, INDIA

I conducted user interviews, ethnography, and other research protocols. I was a lead, designing research studies, planning fieldwork, organizing analysis workshops and managing teams of up to 3-6 members.

Education

Bachelor of Design (Product Design)

July 2007, National institute of Fashion Technology, Bengaluru, India