

Aniruddha Mistry

Product Design Lead/Manager | San Francisco Bay Area, CA

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With 7yrs+ of hands-on experience as Product Designer, I specialize in conceptualizing and developing enterprise products experience that empower businesses to maximize their impact. Proficient in agile delivery methods, I excel in harmonizing business, design, and engineering by strategically aligning teams through empathy and curiosity.

I define customer experience as: *"An efficient, enjoyable experience that melts the pain points and fills the user's day with excitement while using the product."*

Experience

Aisera - Gen AI Solutions for Businesses

Product Design Lead/Manager | Nov 2022 – Present

- Leading the design team at Aisera with a fast-paced startup environment
- Contributed towards uplifting the product strategy with GPT wave
- Successfully delivered 5+ Gen AI experiences for end users in the last 1 year
- Working with C-Levels & other dept. heads to be aligned with GTM strategy

Aisera - Conversational AI and Automation

Senior Product Designer | March 2021 – Oct 2022

- Designed Conversational AI and Automation experience for Customers and Employees to provide instant resolution for multi-domain service workflows
- Being the only full-time designer, I was a one-person army for any designs needed at Aisera. My role spans from designing Product Experience to Sales Pitch Decks and Marketing
- Contributed towards the company's hyper-growth & securing Series D funding

SAP - Service Cloud

Product Designer | Nov 2018 – March 2021

- Redesigned and delivered the Agent Desktop application for Service Cloud
- Created Vision demo videos to showcase the roadmap of the product
- Designed 20+ framework controls that were consumed by application teams

SAP - Cloud for Customer

User Experience Designer | June 2016 - Oct 2018

- Delivered Machine Learning based insights panel for Sales and Service
- Shipped 15+ framework controls that adjust the content density based on the type of device (Cozy/Compact mode)
- Worked on enhancing the visual experience of the product

Nissan | Pure Digital Experience

Automotive UX Designer | Sep - Dec 2015

- Collaborated with the Industrial Design students under the moderation of the Design Director of Nissan to envision the future of Autonomous Cars which is crafted for remote workspace

Jaguar | Envision Future Automotive - 2030 (Winner Project)

Automotive UI Designer | Jun - Aug 2015

- Collaborated with the Industrial Design students to come up with futuristic concept car for for a brand that is so exclusive and luxurious

Education

Academy of Art University

MFA | Web Design and New Media

San Francisco, CA, USA

2014 - 2017

Gujarat Technological University

BE | Computer Science and Engineering

Vadodara, Gujarat, India

2009 - 2013

Achievements

SAP CRM Hackathon Winner 2018

SAP.IO Drone Hackathon Winner 2017

Academic Achievement Award 2015

Skills

Interaction Design

Visual Design

User Research

Usability Testing

Design Systems

Data Visualization

Agile Development

Storytelling

Demo Videos

Software and applications

Design

Figma/Sketch

Adobe Creative Cloud

Development

HTML

CSS

JavaScript

Other

Cinematography

Photography

Video Editing