

ANJANA RAKESH

Senior Product (UX/UI) Designer

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I am a Senior Product (UX/UI) Designer with 15 years of experience specialising in mobile and web applications, delivering user-centric designs that balance business objectives with exceptional user experiences. My work is guided by principles of visual clarity, usability, simplicity, and refined elegance.

Over my career, I've built a diverse design foundation, with 15 years of experience in product design (UX/UI), complemented by several years of work in web, print, and media design. This breadth has given me a broad perspective and deep technical proficiency. I'm highly skilled in design thinking, with a strong understanding of user psychology and experience design best practices.

My work emphasises timely execution, improving team efficiency, and you take pride in being a team player who adds value to projects. As a team leader, I have demonstrated strong communication, leadership, and organisational skills. I also stay updated on the latest design trends and tools to continuously improve your UI/UX capabilities.

Work experience

Senior Product Designer | **Casavi GmbH** | Berlin, Germany

May 2022 | Current

I currently serve as the Lead Designer for two cross-functional teams at Casavi, a software platform for property managers. Casavi is a central platform for all aspects of digital property management, which streamlines operations and business processes.

SmartTask: The team focuses on **ticket management, workflow automation, AI integration**, enhancing communication between property managers and their clients.

Customer app/portal: The team is dedicated to fostering community engagement among residents of managed properties. The customer portal in combination with the Casavi app solves the challenges for property and facility managers.

My role spans the full design lifecycle, covering UX/UI design, user research, usability testing, and strategic design planning, across Casavi's web platform, mobile app, and customer portals. Each team comprises around 10 members, including a project manager, designer, developers, and QA testers. **I am also responsible for the accessibility assurance of the whole product.**

Design unit role: In addition to my core responsibilities, I actively contribute to the development and maintenance of the company's **design system and style guide** ensuring consistency and scalability across all products. Mentor junior designers is my official and moral responsibility.

Senior Product Designer | SAP | Berlin, Germany

August 2021 - May 2022 | 10 months

SAP's ready-to-use content for business process transformation, Value Accelerators are sets of content that are specific to a theme, such as a business challenge, process, product, industry, and help you accelerate the time to value of your transformation projects.

I handled the initial designs of SAP Value Acceleration Business Process product's workspace export/import features, in their Engineering department.

Senior UX/UI Designer | Cisco Systems | Bangalore, India

April 2011 - July 2020 | 10 years

I worked with Cisco's Customer Experience (CX) group as part of the UX/UI design team. Contributed to end-to-end design for enterprise-scale web solutions, collaborating with clients, product managers, and engineers to deliver intuitive and visually refined interfaces.

- Designed solutions for key clients, including AT&T Collaborate Portal, Verizon, Digicel Collaborate Portal, Cisco Speed, and SoftBank.
- Participated in client meetings to gather requirements, define problem statements, and ensure alignment between user needs and business goals. Facilitated UX workshops and brainstorming sessions to co-create concepts and guide strategic design direction. Created wireframes, prototypes, and high-fidelity UI designs while maintaining consistency with brand and accessibility standards.
- Led design reviews and provided actionable feedback to ensure quality and usability across deliverables.
- Flexibly operated as individual contributor or design lead, adapting to project scope and team structure.
- Supported internal projects, sales, and marketing teams with design materials, presentations, and visual assets.

I joined mPortal (India) Wireless Solutions Private Limited, a company based in Bangalore, India, specialising in mobile user experience design and development across various platforms.

mPortal was acquired by Broadsoft in 2015, forming a new division called Broadsoft Design, focused on creating user experiences for BroadSoft's UC-One solution. **Broadsoft merged with Cisco in 2018.**

AT&T Collaborate Portal : This complex portal was designed for administrators of businesses of varying sizes to set up and manage their call services and features. Intended for advanced users, the project required extensive coordination across multiple teams. Despite the size of the design team, I was entrusted with independently handling specific sections of the portal, contributing to the project's overall success.

Verizon : Verizon One Talk for Desktop is a custom business phone solution that allows users to integrate their office phone with any compatible smart device—using a single 'One Talk' phone number across all devices. I had the opportunity to serve as the design lead for Phase 2 of this project. From client meetings to delivering final UI designs, I was actively involved in all stages of development, collaborating closely with partner teams and the client.

Digicel Collaborate Portal: Digicel, a leading mobile network provider operating in 33 markets across the Caribbean, Central America, and Oceania, aimed to create a collaborative portal tailored to small business groups. My responsibilities included end-to-end UX and UI design, as well as the creation of SSOT (Single Source of Truth) documentation to support the design process.

My TWC: My major project was Time Warner Cable's My TWC. My TWC's Self Care App provided account management experience to TWC subscribers and enables TWC to reduce support costs and increase revenues. App features included Billing & Payment, Troubleshooting, Voicemail, Appointments and Contact sections. Later My TWC changed the branding to Spectrum and the rebranding design too.

Senior Designer | **Shine Works** | Bangalore, India

May 2010 - Mar 2011 | 6months

Shine works was a start-up digital designing company, where I worked as a Senior designer on multiple areas.

- Here I got introduced to mobile apps and web solution UI designing.
- I was part of the digital design campaigns for some of the major events.

Senior Web Designer | **CompuNet** | Dubai, UAE

Jul 2000 - Mar 2010 | 11 years

In the early website era I started as website designer immediately after I achieved a Diploma in web designing. I went on to become a senior web designer there and was solely responsible for designing and developing web sites of the company and its clients.

- During my tenure there, **I designed around 100 web sites** and maintained numerous client portals.
- The clientele included banks, like HSBC Bank Dubai and Lloyd Bank Dubai
- Business groups, like British Business Group, South African Business Group and Australian Business Group
- Several property groups and numerous business establishments.

Graphic Designer | **Mythri (NGO)** | Bangalore, India

Jan 1996 - Feb 1999 | 3 years

My design career started at Mythri, a non-governmental organisation in Bangalore, India. During this time, I handled all the print jobs, right from the thumbnail stage using Page Maker, Power Point and MS office. Mythry's sub project 'Waste Wise' had a student's and community awareness programme and for that I conducted workshops and interacted with students.

- I designed brochures, educational materials and numerous publicity materials for the organisation and its media campaigns.
- Active participation in a number of awareness events done by Mythri and Waste wise exposed me to event organising scenarios too.

Education

Post Graduation

Mass Communication, Print Design & Journalism, I Kerala Media Academy, India

Certification Diploma

Web designing and development I American Technical Academy, Dubai, UAE

Bachelors Degree

Bio Sciences, I Kerala University, India with first class.

Pre University & High school

Passed out with high first class

Work skills

- User Experience design
- User Interface design
- User Research & requirement analysis
- Design System & Documentation
- Workflow automation & AI integration
- Ideation & Wire framing
- Accessibility standards
- Branding and design
- Low to high fidelity prototyping
- Design user testing
- Design Strategy & Vision
- Leadership & Team Management
- Communication & Stakeholder Management
- Technical Fluency
- Process & Delivery Excellence
- Continuous Innovation
- Mentorship & Leadership
- Data-Driven Decision Making
- Process & Delivery Excellence
- Quality & standard checks

Tools

* Figma * Sketch * Photoshop * Jira * Product Board * Token Studio

Work ethics

- **End-to-End Design Ownership** - Lead the design process from concept to final delivery for complex features or entire products.
- **Team spirit** - I believe that great products are built by strong, collaborative teams. Throughout my career, I've consistently been a reliable, supportive team player who contributes to a positive and productive work environment.
- **Time discipline** - Timely delivery is essential to the smooth progression of any project. I maintain a disciplined, self-checking workflow that ensures clean handoffs, and keeps teams aligned.
- **Constant learning** - The design world is constantly evolving, and I stay committed to continuous learning to keep my skills sharp and relevant.
- **Mentorship** - I believe knowledge is meant to be shared. For me, mentoring is both a personal passion and a professional responsibility.

Languages

- **English** Advanced Professional
- **German** Beginner

Interests

Voracious reader, love movies, passionate animal lover, ardent naturalist and travels a lot.