



Anvam Nagpal

Product & UX Designer • AI, Design Systems & Digital Products

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PROFILE

Product & UX Designer with a multidisciplinary background across native apps, AI-powered products, design systems, brand experiences and emerging technology. I have led end-to-end design for live iOS and Android products, built scalable systems, worked directly with users through testing and feedback, and collaborated closely with engineering through delivery. Alongside professional work, I build and ship independent products across AI, football, games and digital tools - taking ideas from concept and identity through UX, prototyping and functional product experiences.

EXPERIENCE

Lead UI/UX Designer - Asgard World & Asgard Jobs

2023-2025 | Native iOS & Android

- Led end-to-end UX and UI across two live native products, including a complete redesign and new visual design language.
- Defined user journeys, information architecture, interaction patterns, wireframes and high-fidelity prototypes across marketplace, rewards, gamification and AI-assisted job-discovery experiences.
- Built and maintained a scalable Figma design system with tokens, reusable components, templates and documentation, improving consistency and supporting faster design-to-development delivery.
- Ran usability testing, live feedback and collaborative design sessions, using insight to refine flows, interactions and product decisions.
- Partnered closely with developers through handoff, implementation and QA, and mentored design interns while helping establish clearer design standards and processes.

Brand Experience Designer - Reckitt

2023-2024 | Durex, KY, Dettol

- Created digital and visual experiences within global brand systems, producing high-fidelity UI assets, layouts, product imagery, 3D work and scalable visual systems.
- Explored emerging AI tools for the Global Design Team and developed an internal AI design assistant to support concepting and creative workflows.
- Collaborated across disciplines to interpret briefs, present design rationale, incorporate feedback and deliver polished work within global brand and production constraints.

3D & UI/UX Designer - Arcade

2021-2022

- Designed interface, interaction and 3D experiences for immersive projects including work for The National Gallery and Urban Jungle.
- Worked across user flows, interaction concepts, visual development and implementation with development teams.

CAREER HIGHLIGHTS

- Led the complete redesign of two shipped native products across iOS and Android.
- Built scalable design systems and improved design-to-development consistency and handoff.
- Developed an internal AI design assistant for Reckitt's Global Design Team.
- Built and launched independent products spanning AI, football, simulation and daily games.

INDEPENDENT PRODUCTS & SELECTED WORK

Self-initiated products let me work across product strategy, brand, UX, systems, prototyping and technical implementation.

Irizium | irizium.com

AI decision and resolution platform using adaptive questioning, multiple AI perspectives, explainable outcomes, voice and research-assisted flows.

FootieAtlas | footieatlas.com

Fan-first football platform combining competitions, fixtures, teams, stadiums and cities through scalable information architecture and API-driven data.

Book Cricket 11 | bookcricket11.com

Cricket simulation and management game exploring match states, tactics, team management, probability-driven scoring and repeat-play systems.

CrossPunk | crosspunk.com

Daily knowledge and word game combining crosswords, quizzes and deduction, with scoring, learning mechanics and retention-focused interaction design.

HOW I WORK

I am most effective in ambiguous product environments where I can move between research, systems thinking, interaction design and delivery. I like working closely with users and developers, testing ideas early, documenting reusable patterns and balancing craft with the practical realities of shipping.

CORE CAPABILITIES

Product & UX: End-to-End Product Design, Interaction Design, Information Architecture, Wireframing, Prototyping, Journey Mapping, Usability Testing

UI & Systems: Figma, Design Systems, Components, Tokens, Responsive Design, Native iOS & Android, Accessibility (WCAG)

AI & Tech: AI Product Design, Conversational UX, Prompt & System Design, Lovable, Supabase, APIs, GitHub

Visual & Brand: Adobe Creative Cloud, Visual Systems, Typography, Layout, 3D, Brand Experience

Collaboration: Developer Handoff, Cross-Functional Teams, Stakeholder Communication, Documentation, Mentorship

EDUCATION

BA (Hons) Product Design
Ravensbourne University London
2018-2021

Final-year project: Prescient, an award-winning wearable health monitoring concept.

INTERESTS

Football & sports culture
Travel
Music & DJ culture
Visual identity
Emerging technology
Product building