

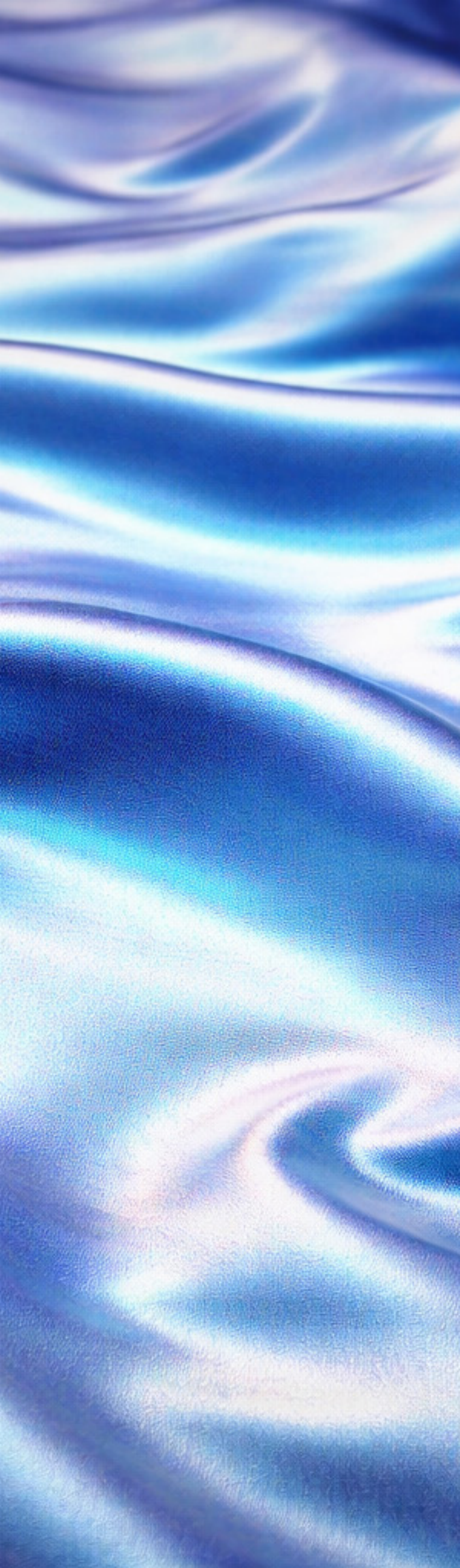
# PORTFOLIO

Anvam Nagpal



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# About Me

**I am a product and experience designer exploring the intersection of digital systems, brand storytelling, and emerging technologies. My work focuses on creating intuitive products and meaningful interactions that balance functionality with thoughtful design.**

**With experience spanning digital platforms, physical products, and conceptual systems, I enjoy working across disciplines to develop solutions that feel both practical and forward-looking. I'm particularly interested in how design can shape the way people interact with technology, services, and each other.**

**Product & Experience Designer**

London, UK

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# ASGARD.WORLD

Token-Driven Digital Marketplace



# Asgard.world

## Context

Asgard.World is a token-driven digital marketplace blending rewards, commerce, and gamified engagement into a unified platform. Within this ecosystem, I worked across a suite of AI-driven products designed to simplify complex workflows through intelligent automation, scalable systems, and data-led experiences.

Alongside this, Asgard Jobs reimagines job discovery — using AI to scan millions of roles, assess suitability, generate tailored CVs, and support interview preparation, shifting the process from manual search to personalised guidance.

Together, these products explore how AI can enhance decision-making, reduce friction, and create more proactive digital experiences.

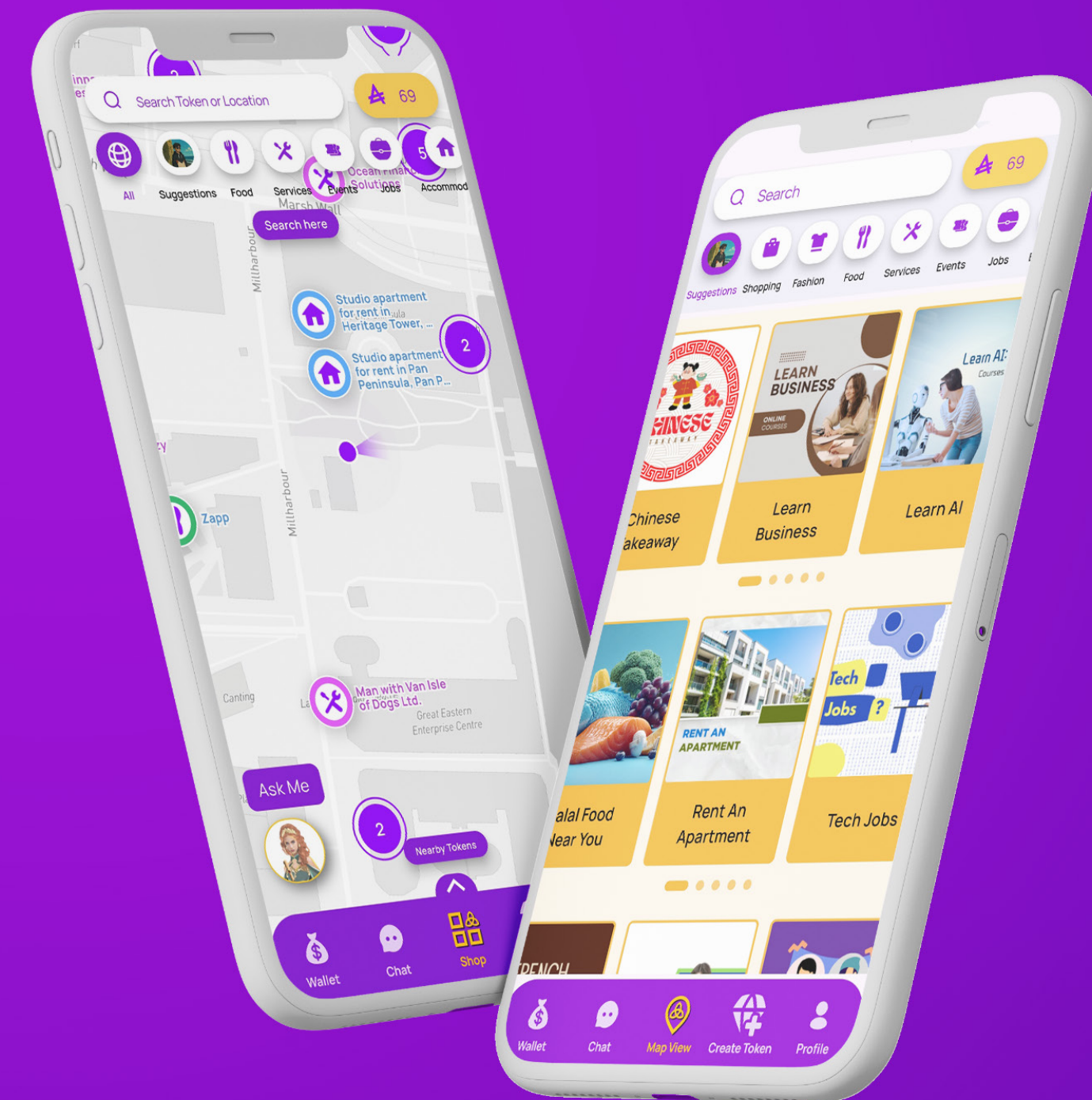
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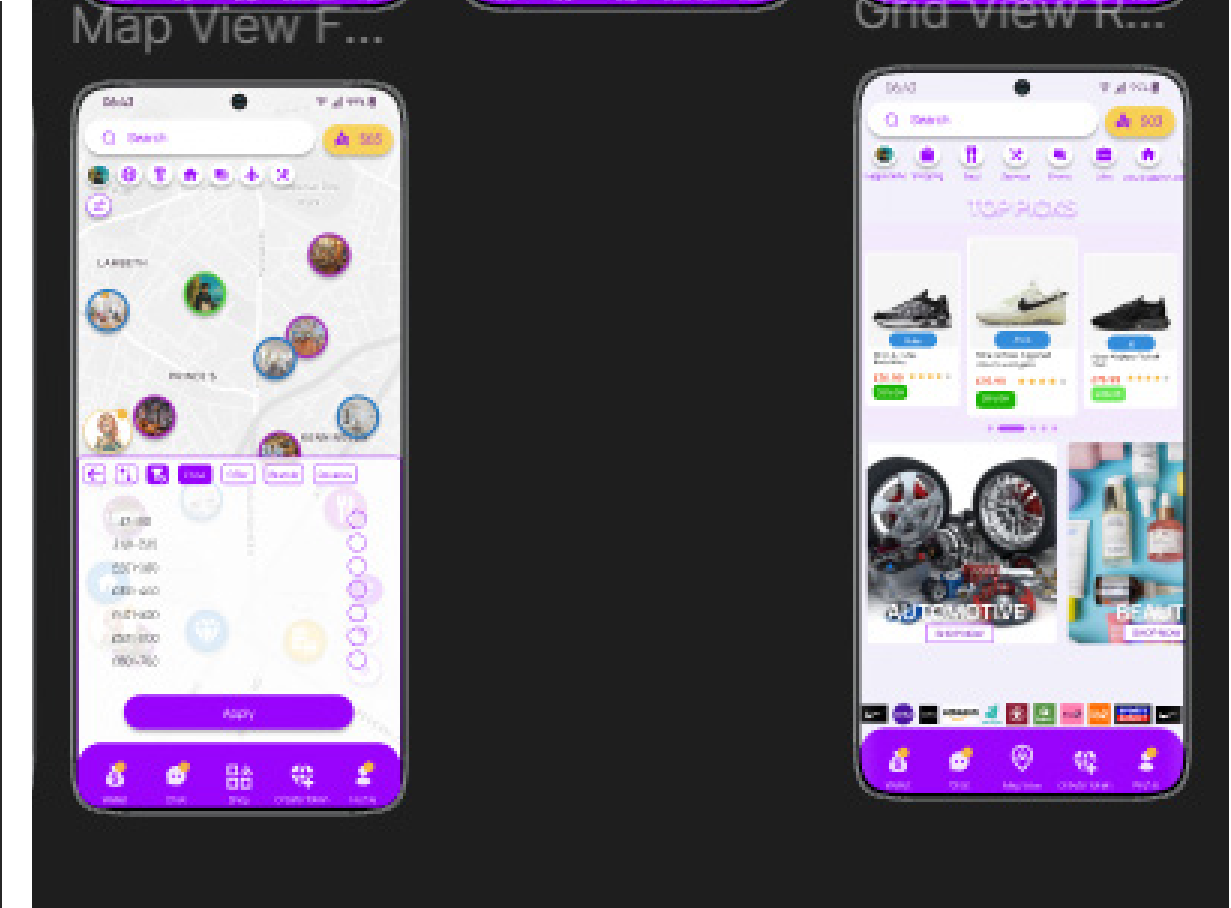
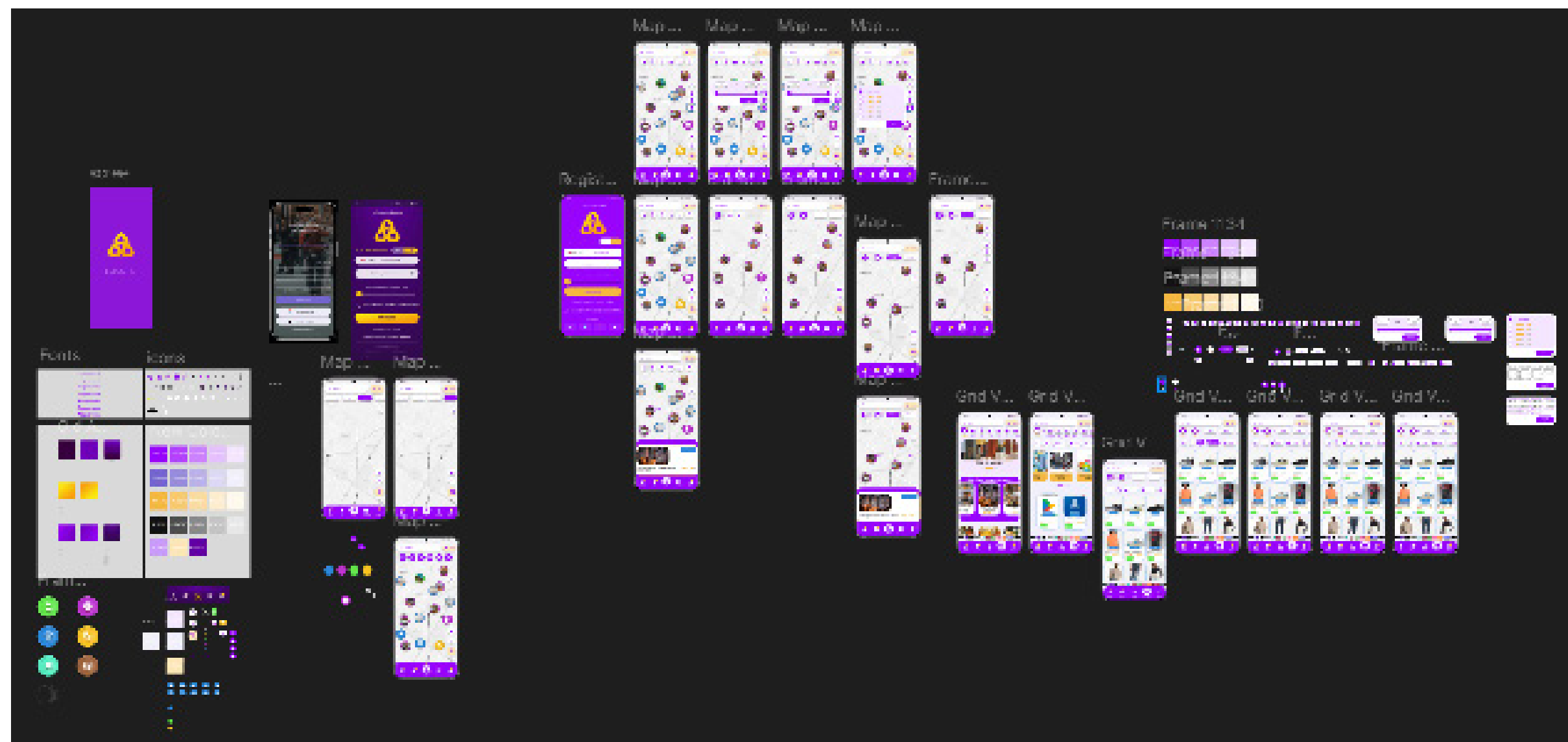
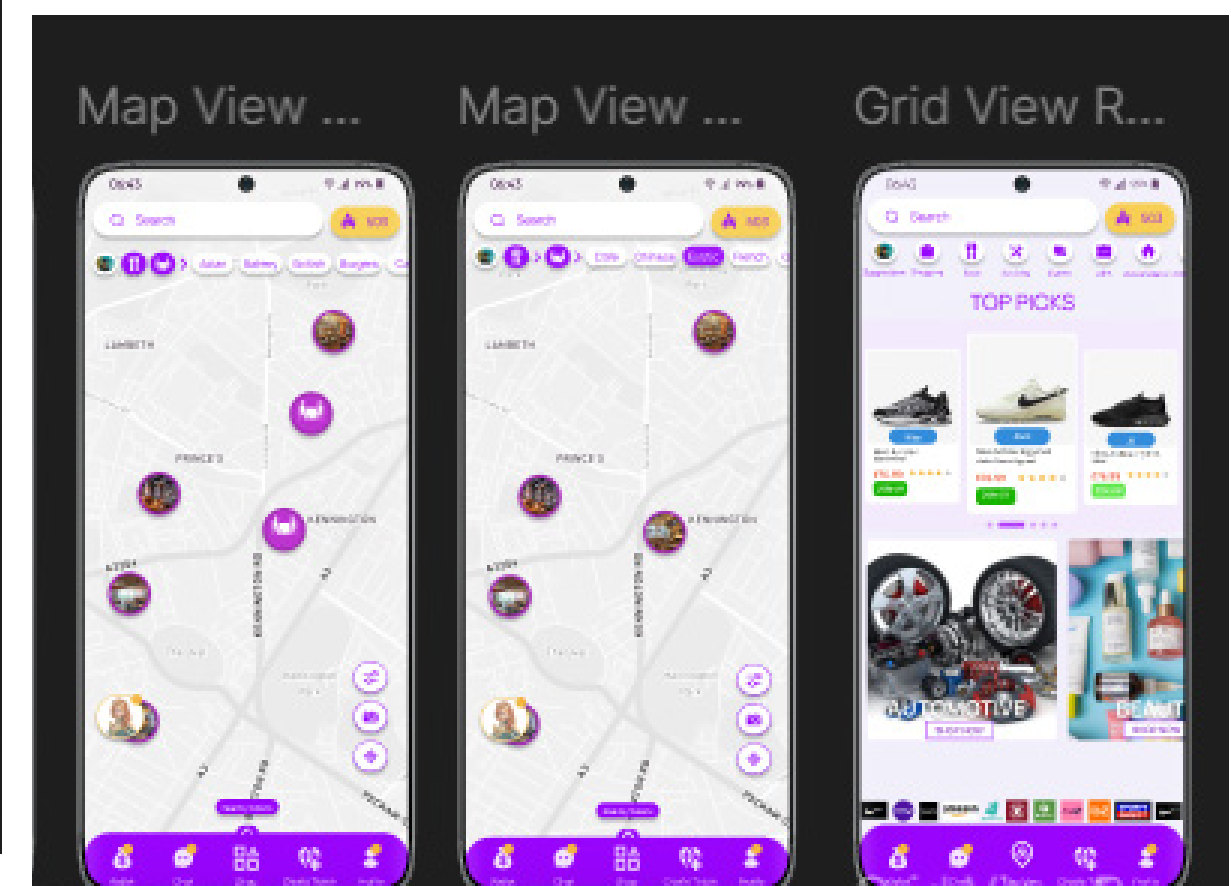
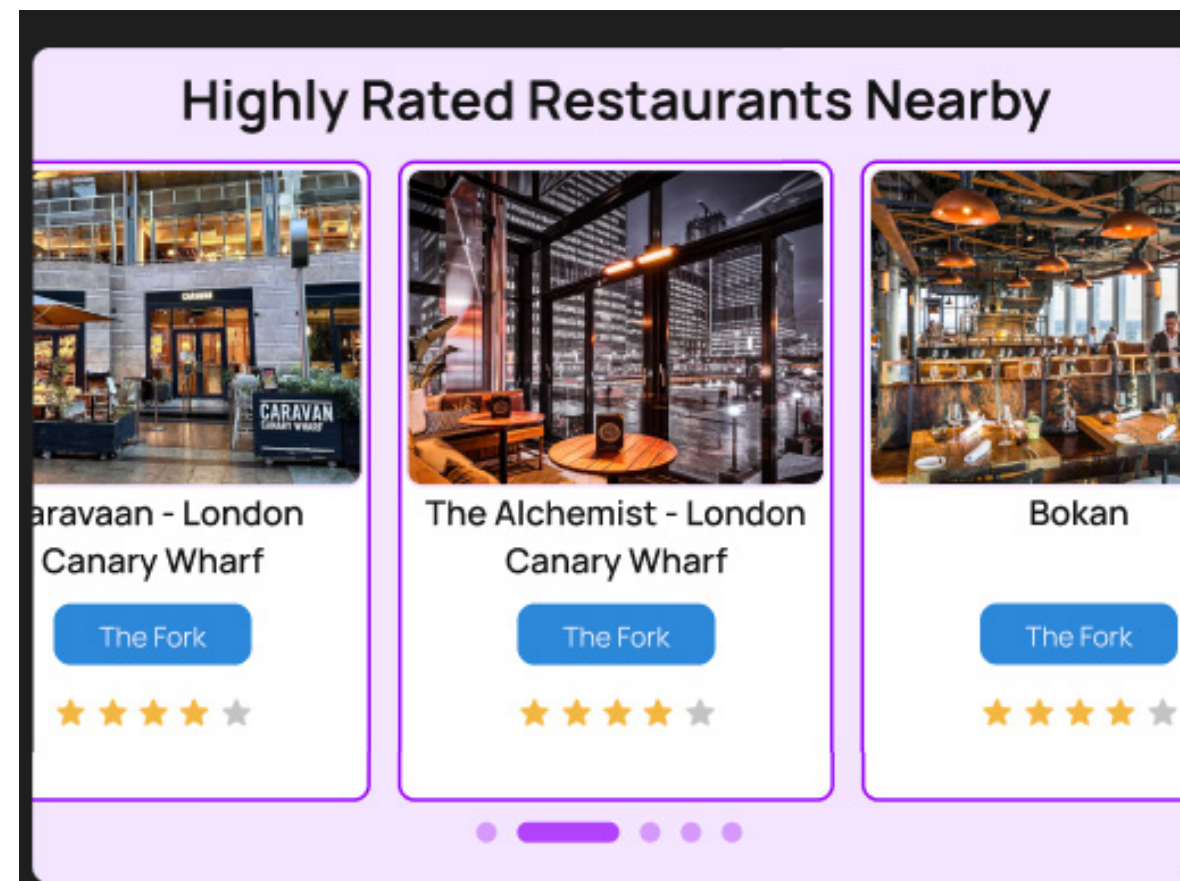
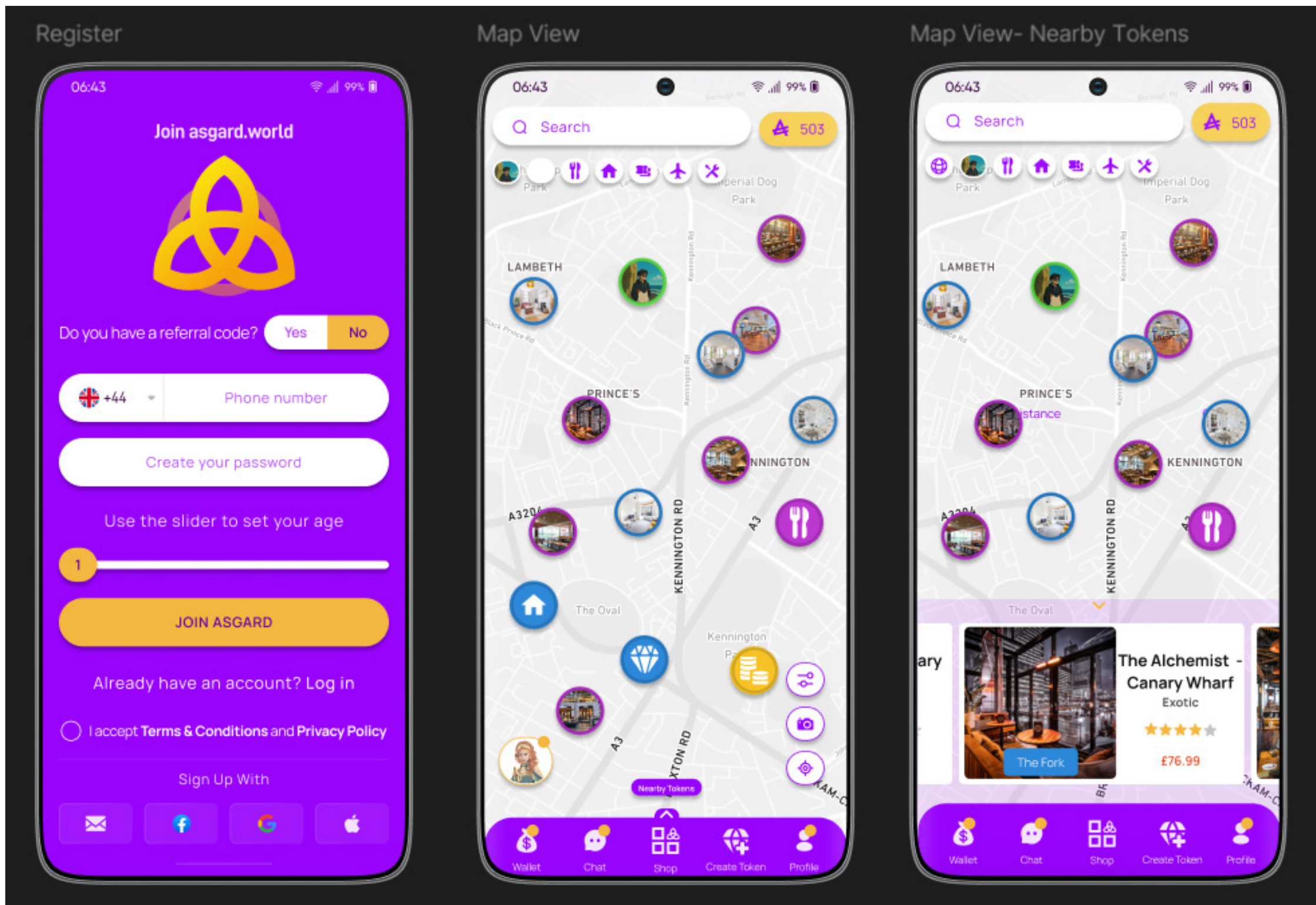
Sole UI/UX Designer

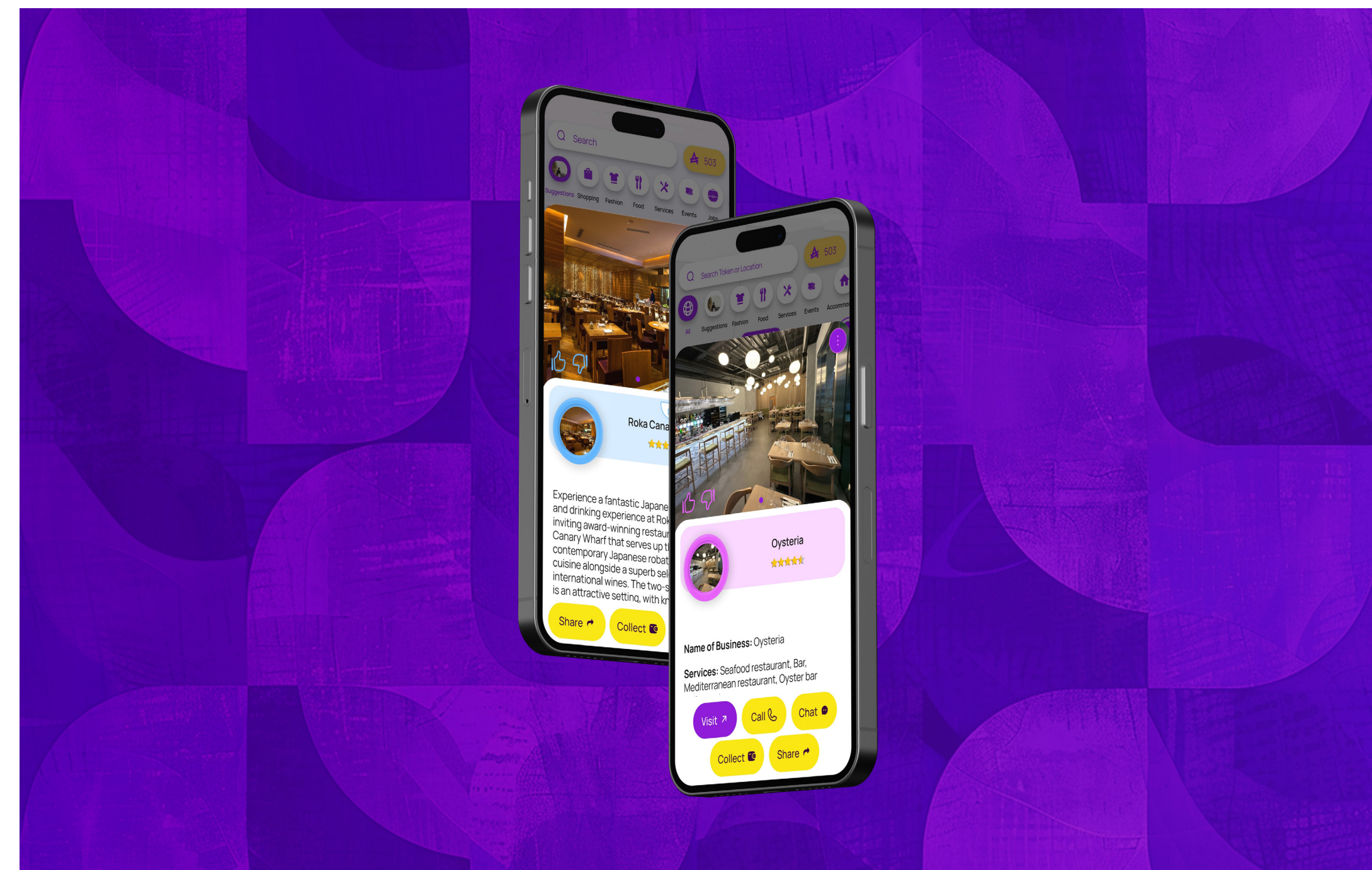
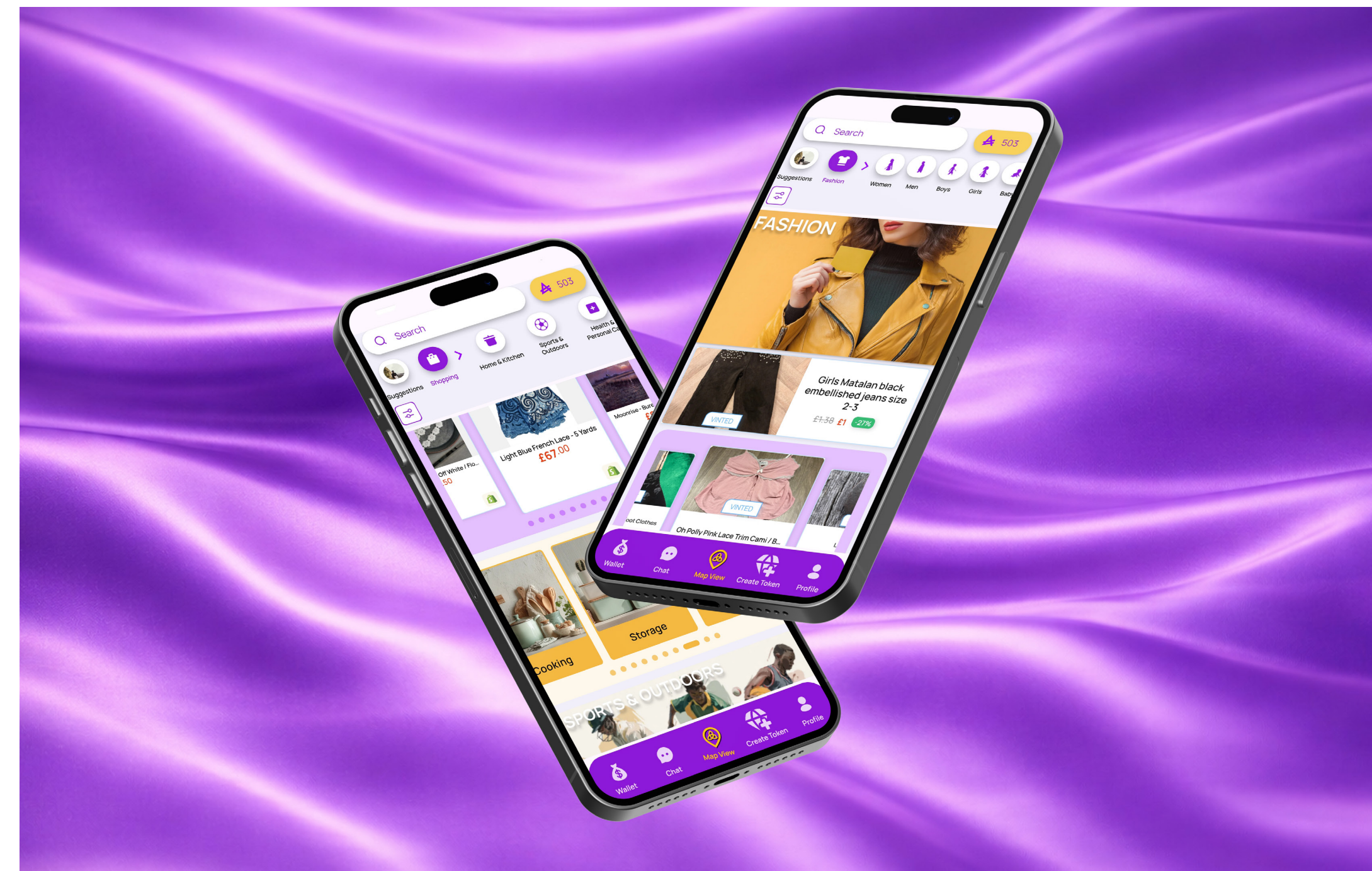
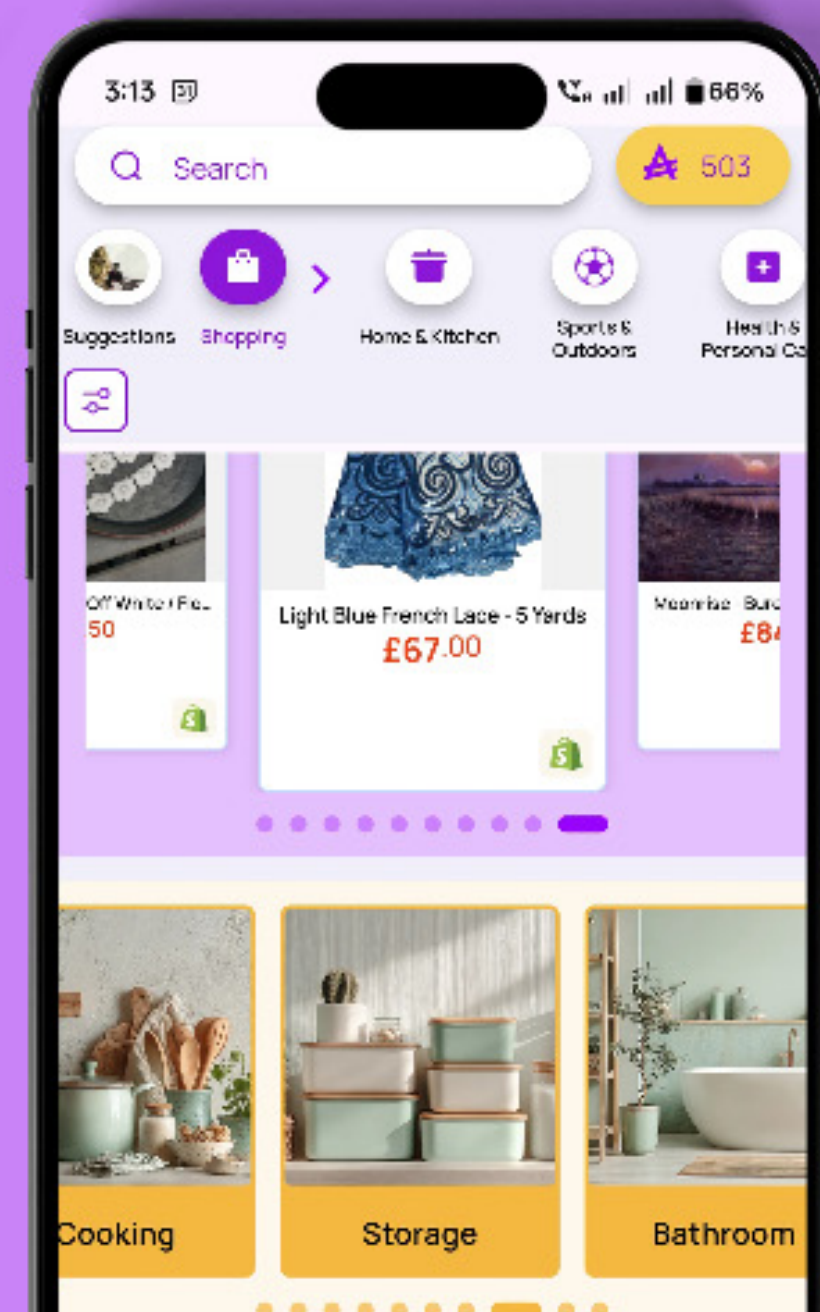
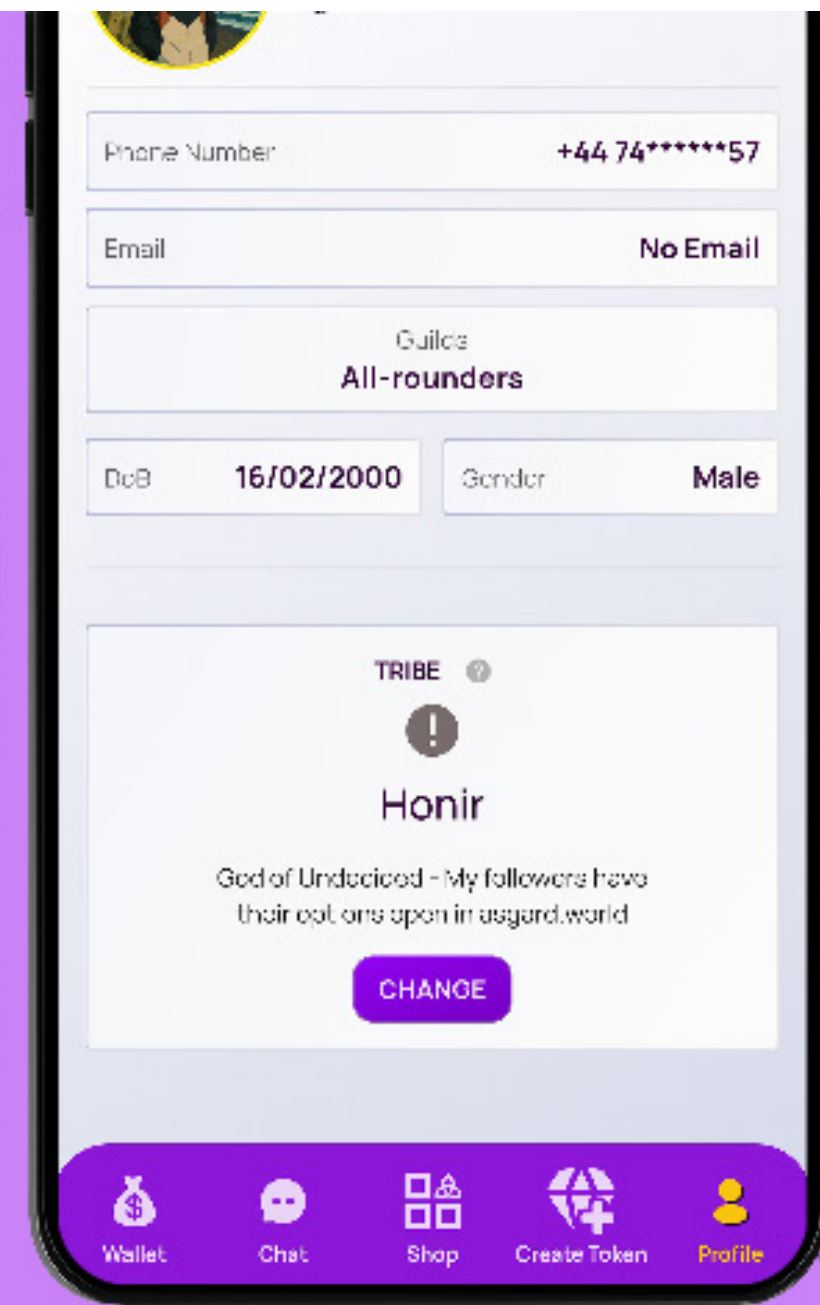
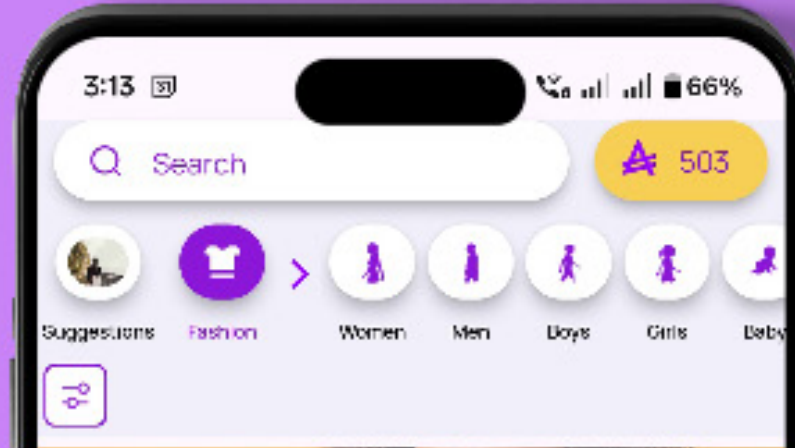
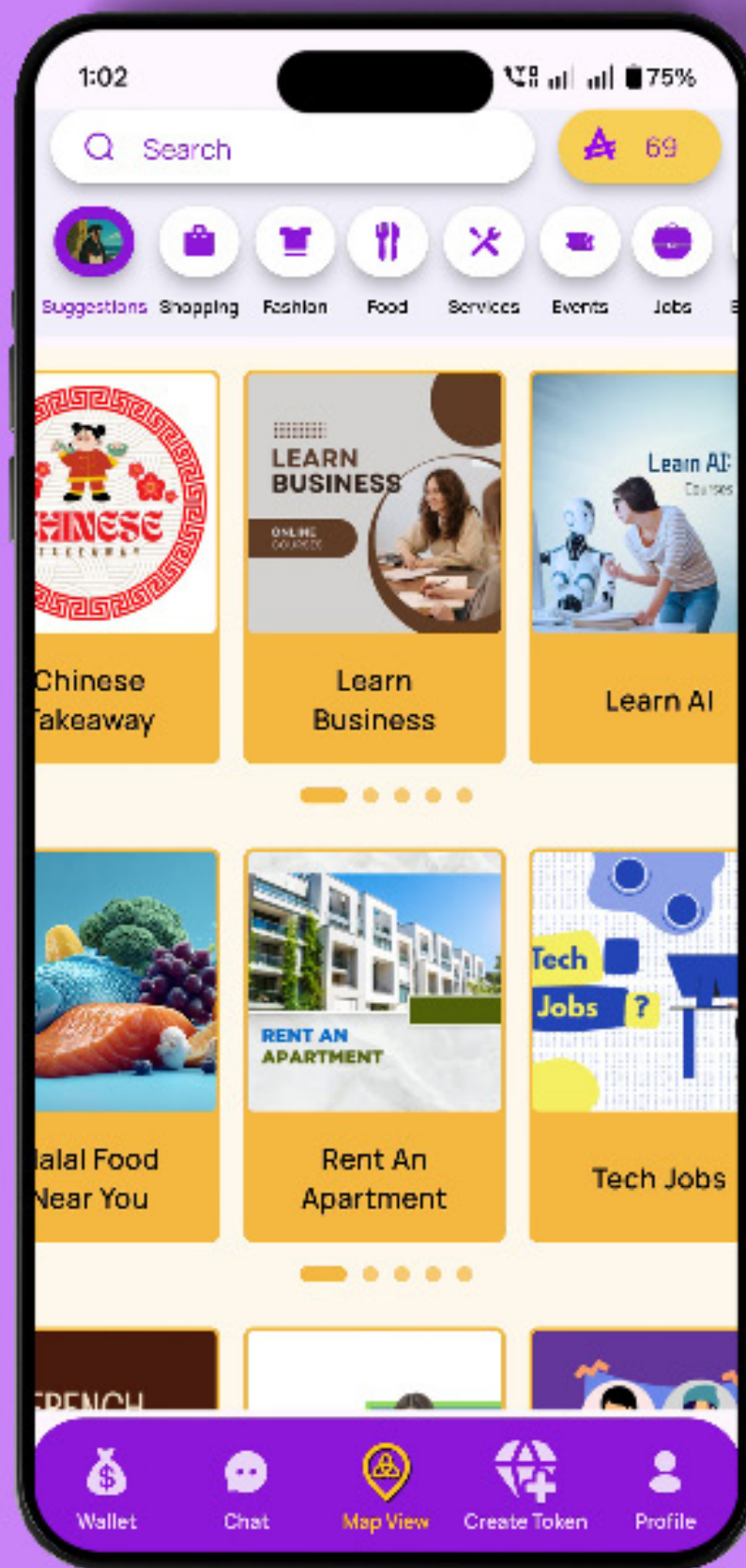
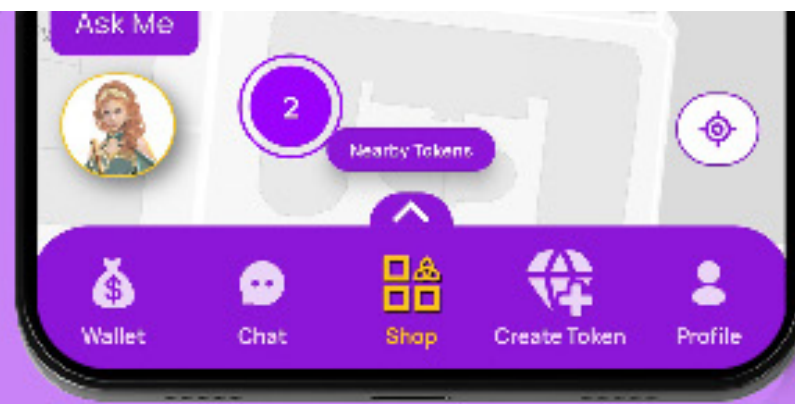
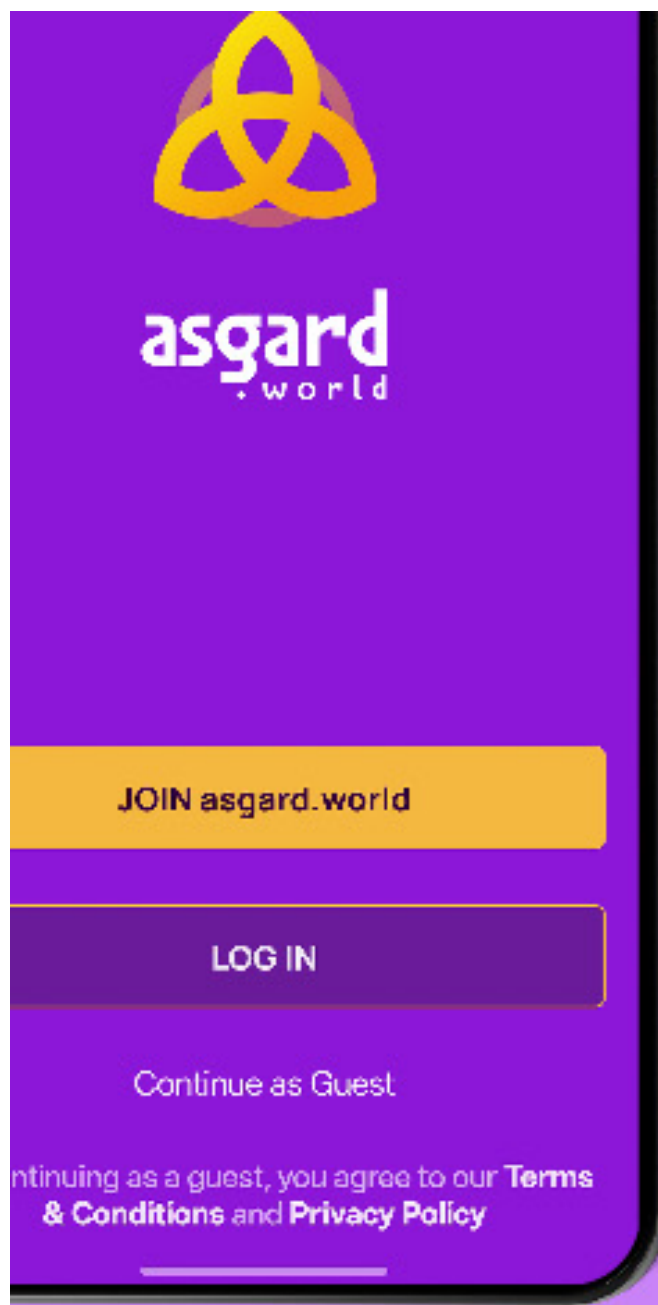
Led end-to-end UX and interaction design across web and responsive mobile. Built and scaled a design system (tokens, components, templates, documentation). Delivered wireframes, prototypes, user journeys, and IA improvements. Collaborated closely with engineers on handoff, QA, and behaviour specs. Mentored design interns and improved team workflows and standards.

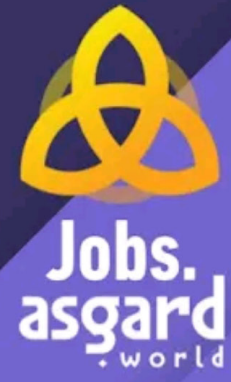
## Focus

AI-Driven UX. End-to-End Product Design. Design Systems. Data & Decision Interface. User Enablement.



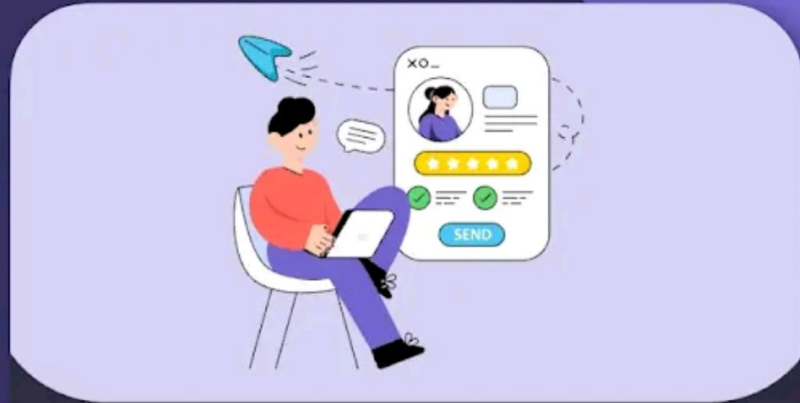






# Using AI to get YOU employed FAST

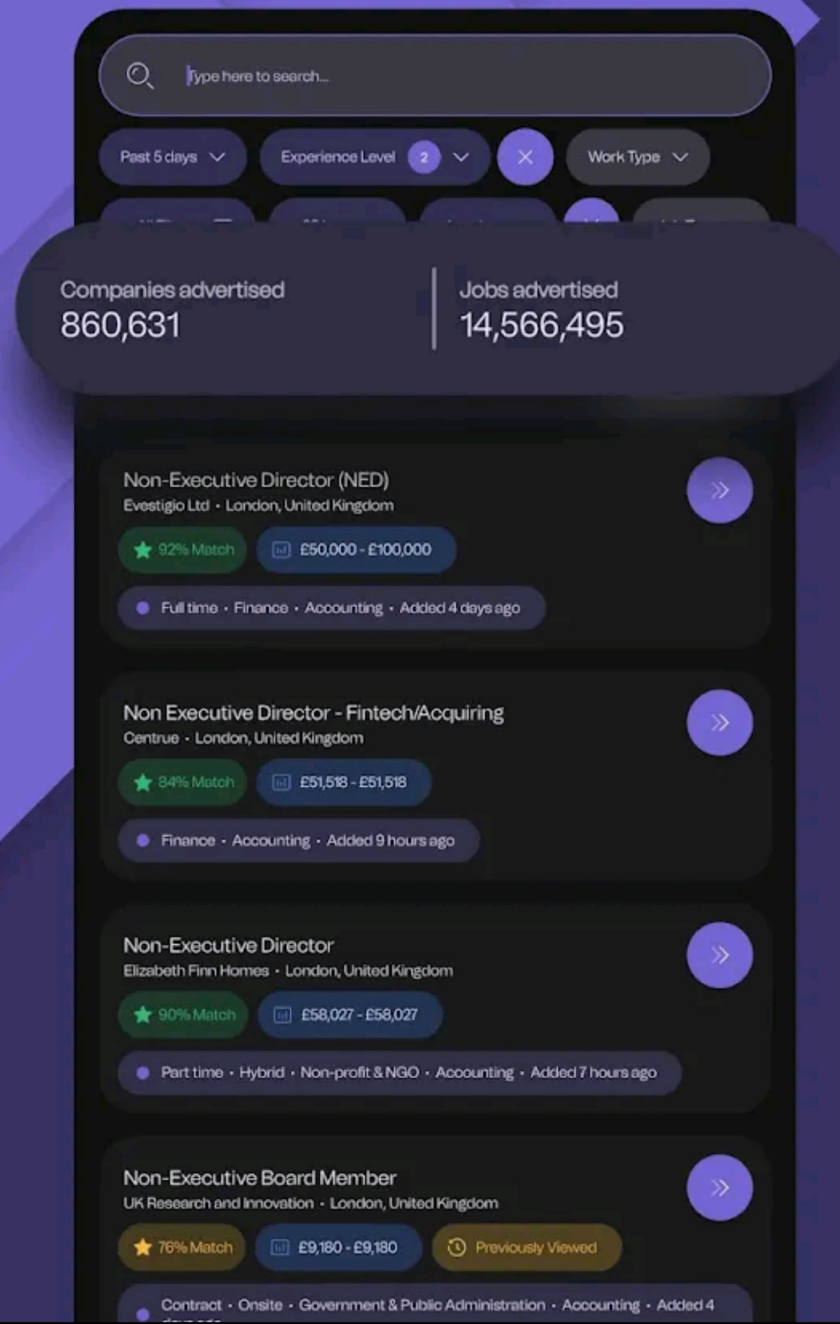
With Asgard Jobs, the Jobs find you, not the other way round



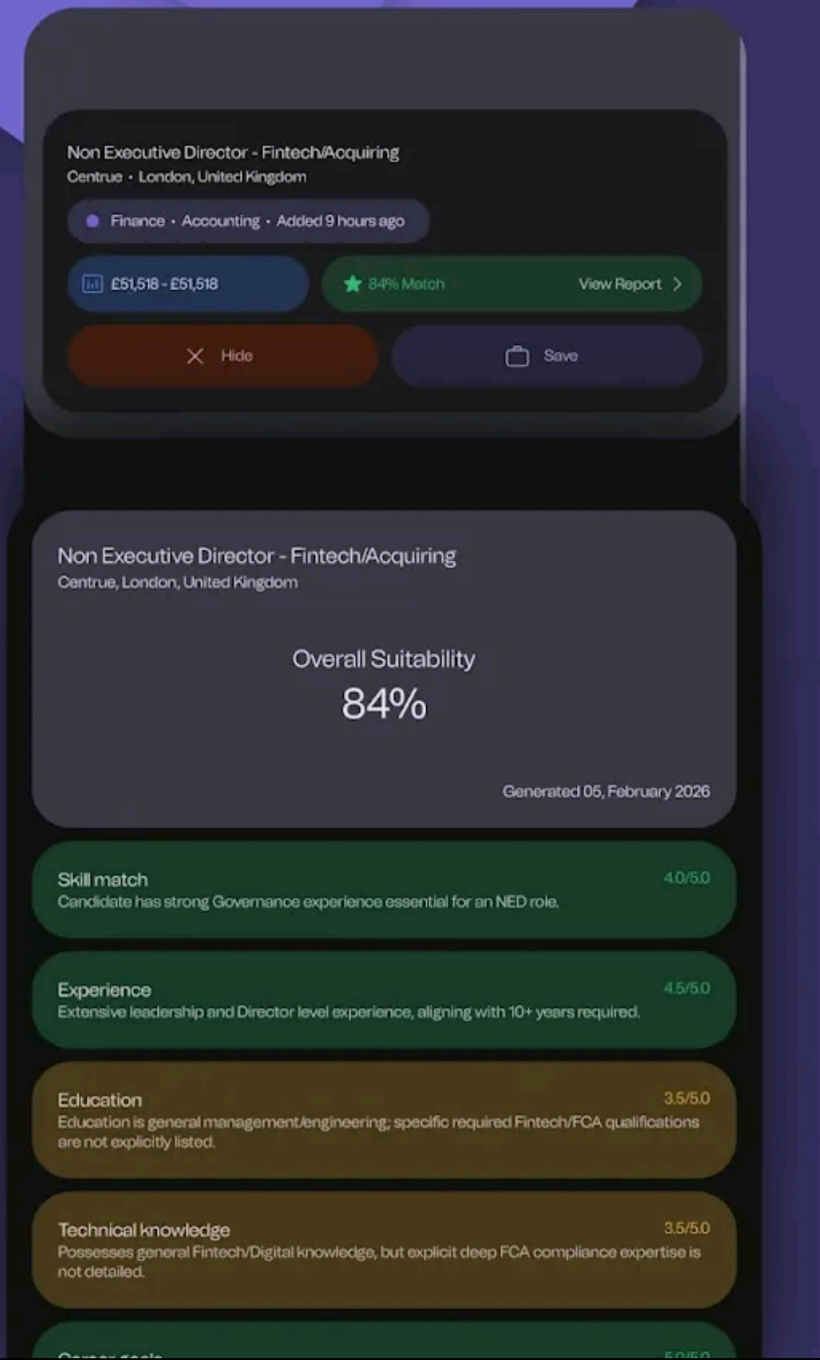
Automatically create a custom CV and cover letter for each job with the right details to get you shortlisted

## See relevant jobs before others

Over 14 Million jobs scanned and matched to you daily by AI

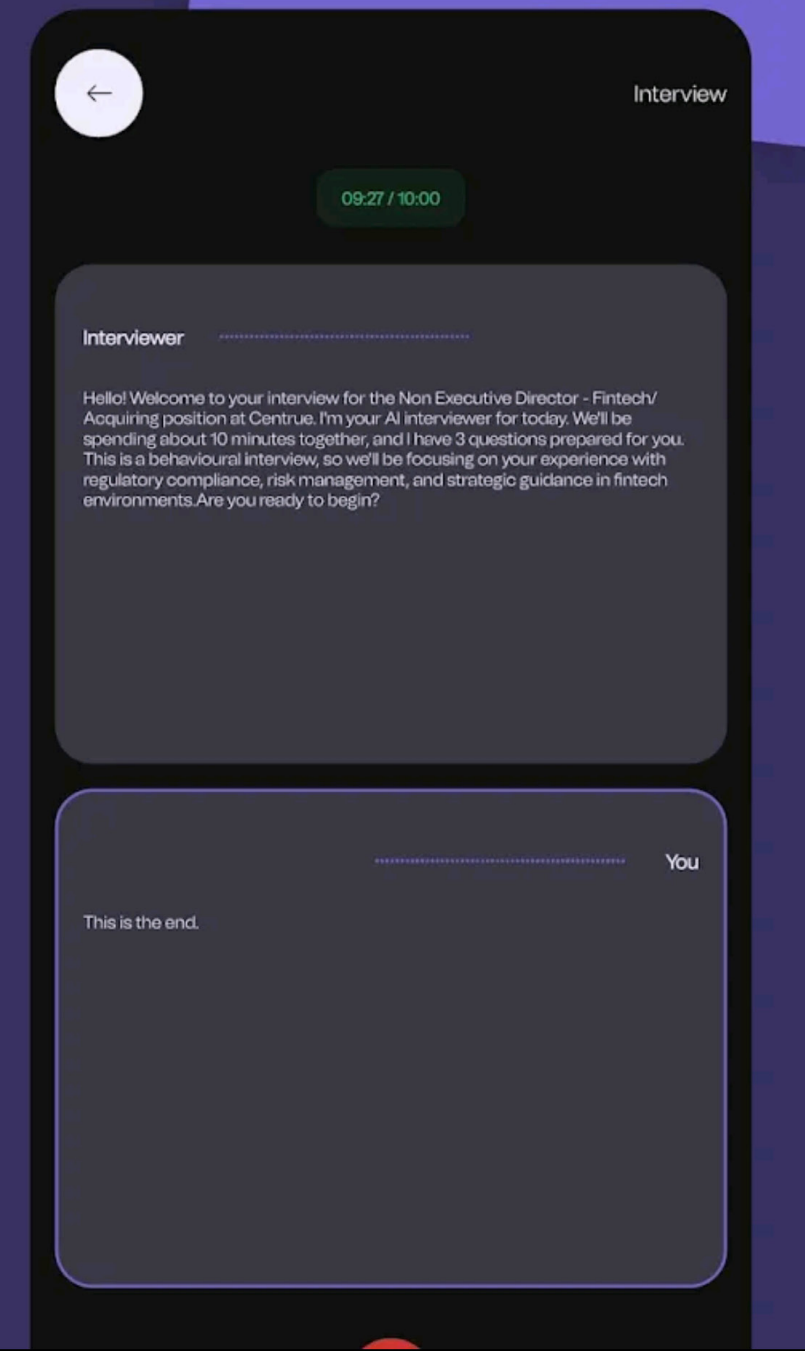


## Want to know if a match? Check your Suitability Score.



## Perform confidently in interviews

Mock interviews with feedback and coaching



## Get shortlisted more often

CVs written by AI with recruiter keywords



# Reckitt

Global Brand & Packaging Design



# Reckitt

## Context

At Reckitt, I contributed to packaging and brand design work across Durex and KY, supporting two of the world's leading sexual wellness brands across a range of consumer product formats.

## Role

Product & Brand Designer working on packaging concepts, visual systems, and layout development across multiple product ranges.

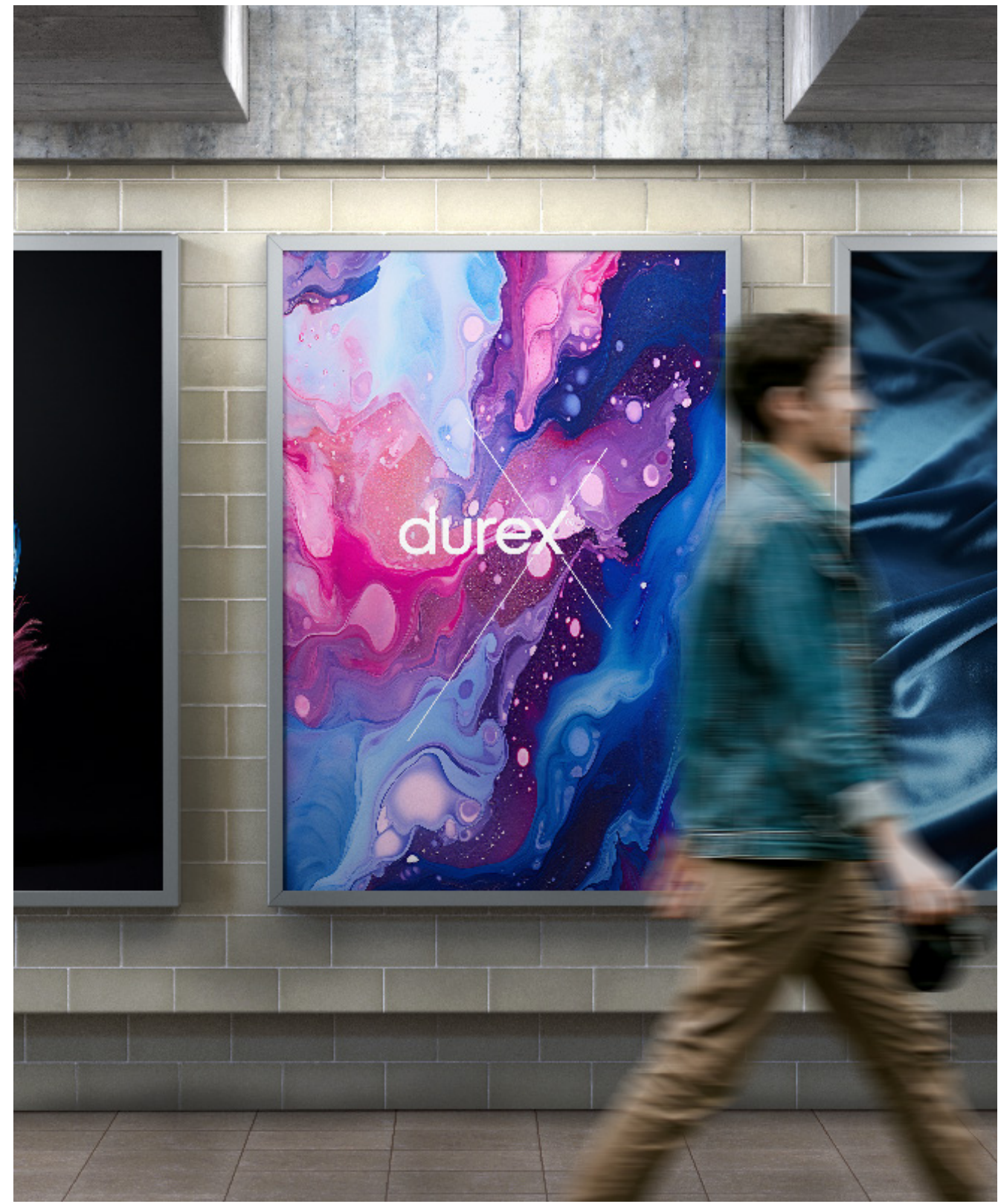
## Focus

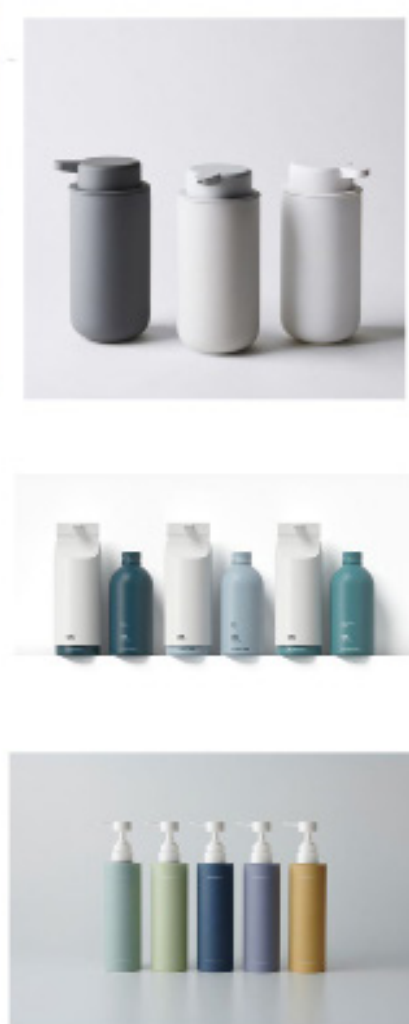
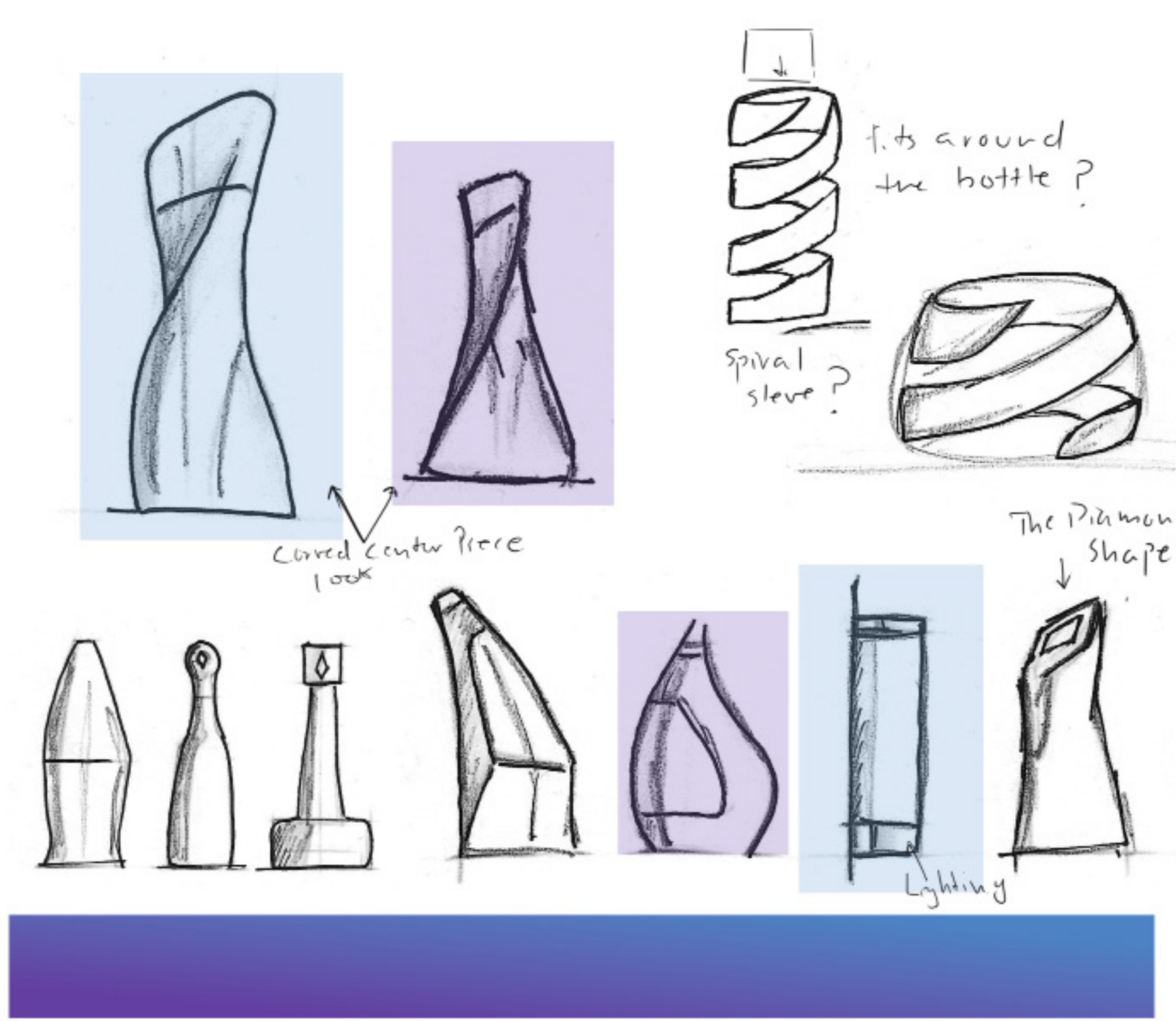
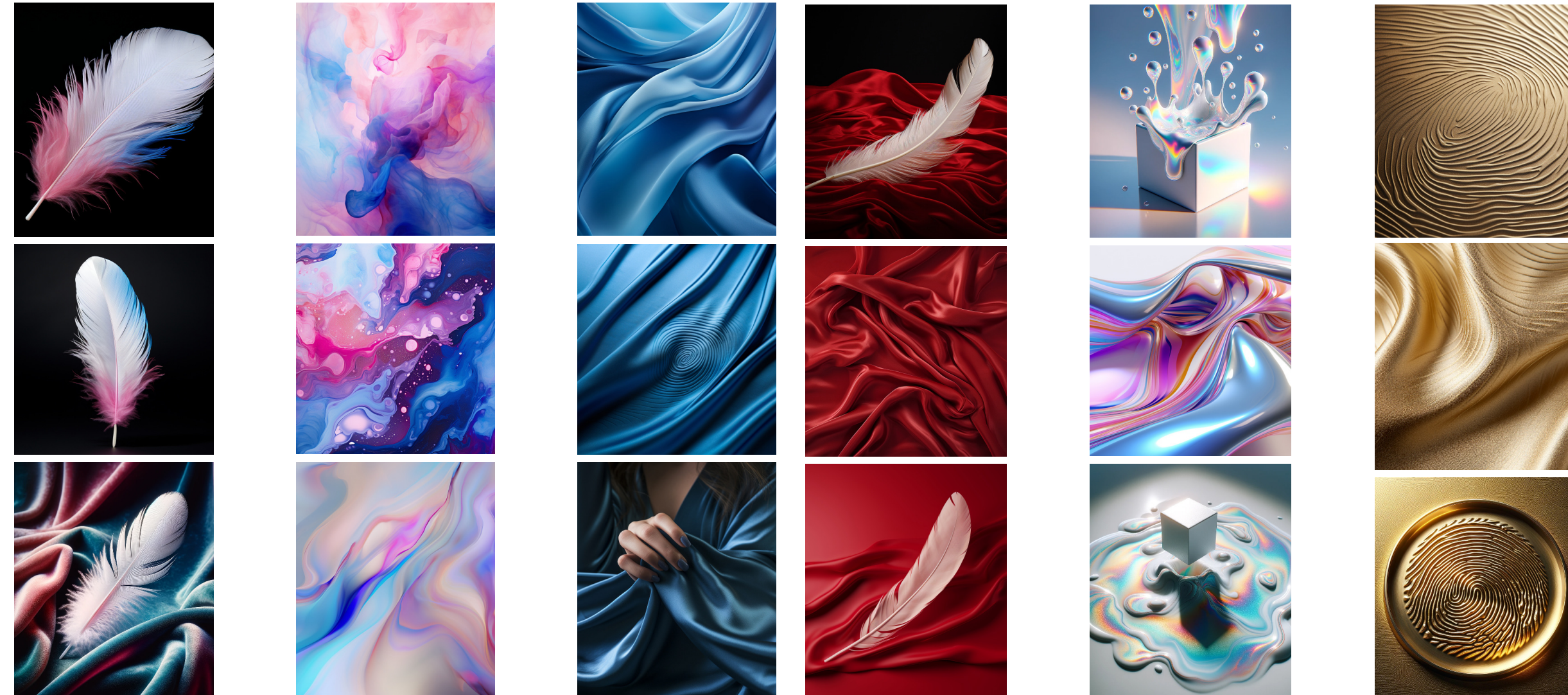
The work focused on building packaging solutions that strengthen brand recognition, communicate product benefits clearly, and maintain consistency across global brand systems while responding to regulatory, commercial, and production constraints.

Alongside design work, I also led the exploration and integration of emerging AI design tools within the global design team, helping identify practical workflows that could enhance ideation, concept development, and visual experimentation.



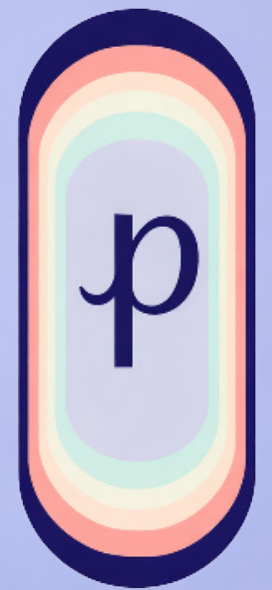






# Prescient

Wearable Health Monitoring System



PRESCIENT

# Prescient

## Context

Prescient is a conceptual wearable designed to support elderly users experiencing urinary incontinence. The project explores how continuous biometric monitoring could identify early physiological signals and predict potential events before they occur, helping users and carers manage the condition more proactively.

## Role

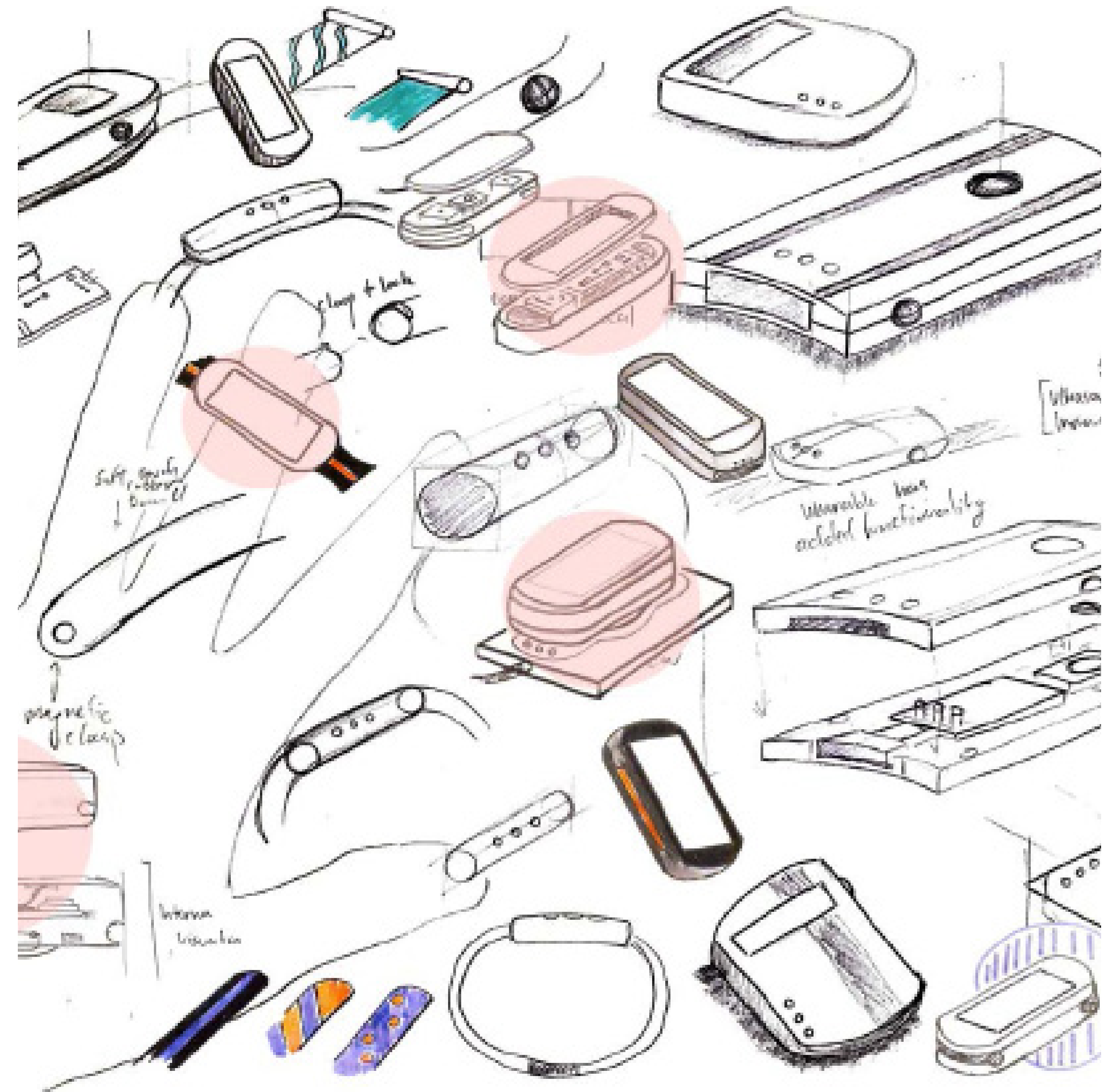
Product & Experience Designer

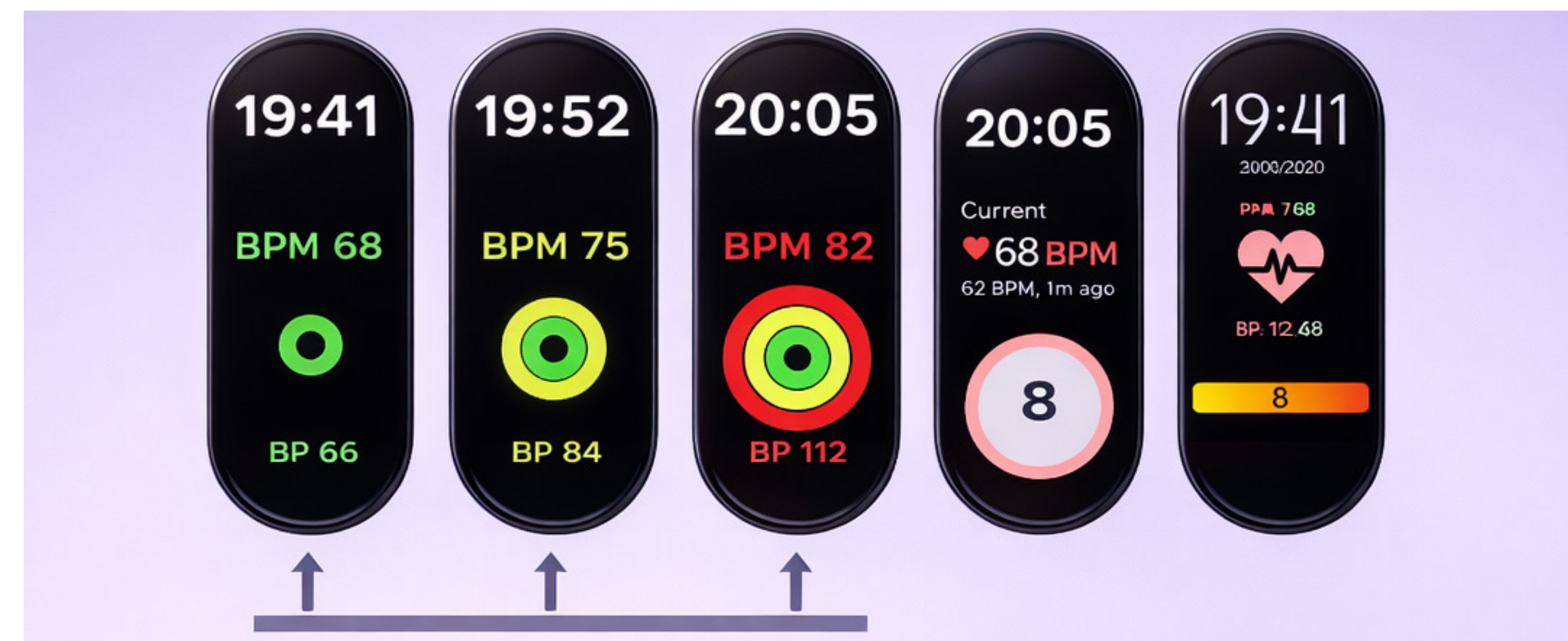
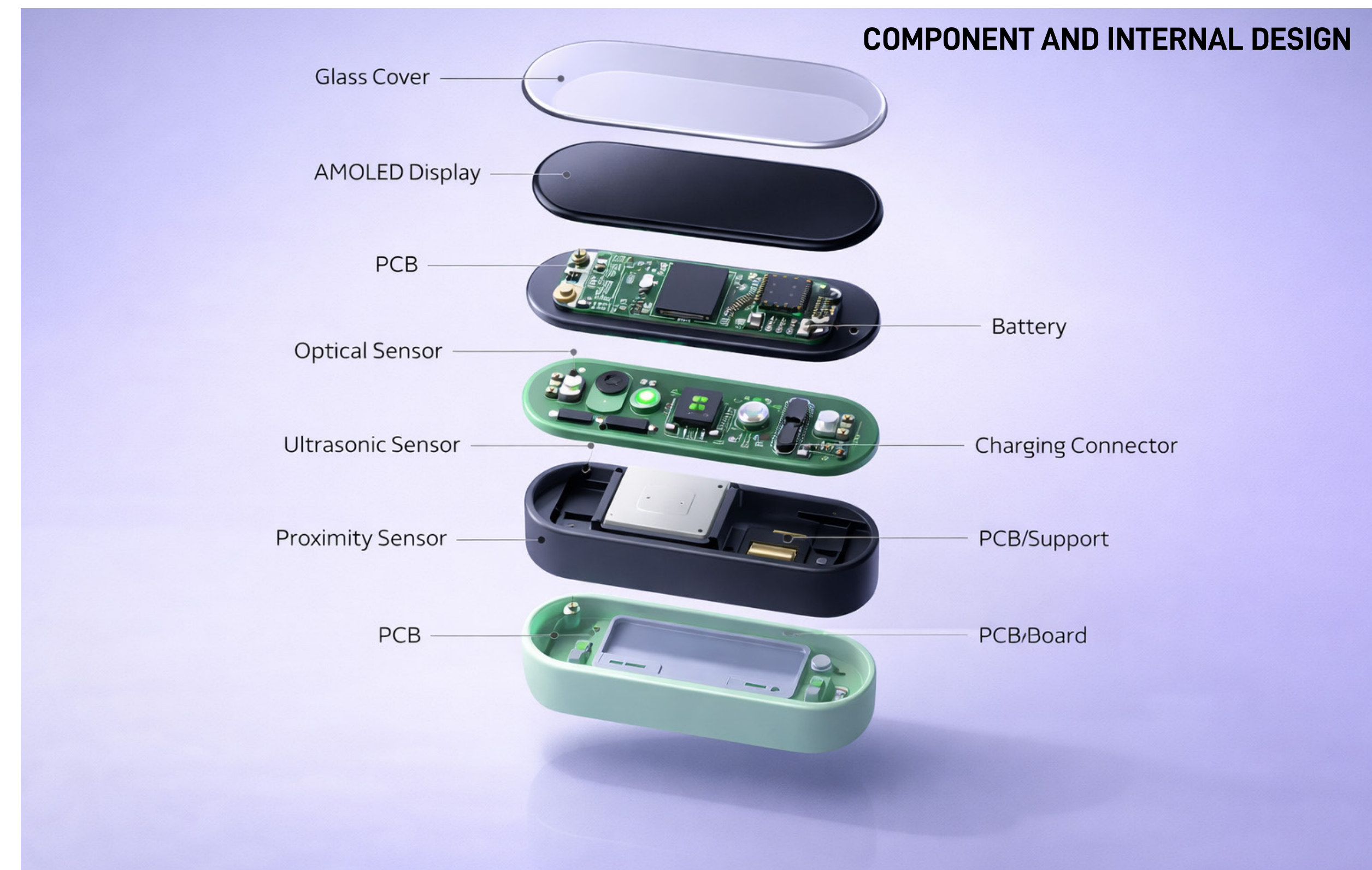
I designed the wearable device, interaction system, and visual identity for the Prescient concept, exploring how biometric data could be captured, interpreted, and communicated through a simple and discreet interface.

## Focus

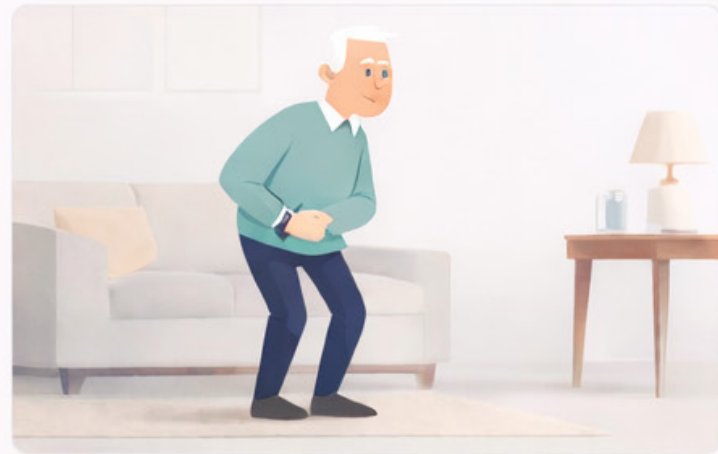
Wearable Product Design  
Health Monitoring Systems  
Interface & Interaction Design  
Data Visualisation

The device integrates optical heart rate monitoring, ultrasonic sensing, and motion tracking to detect patterns in physiological data. The interface uses simple visual cues and adaptive displays to communicate health information clearly while maintaining user privacy.





# User Journey



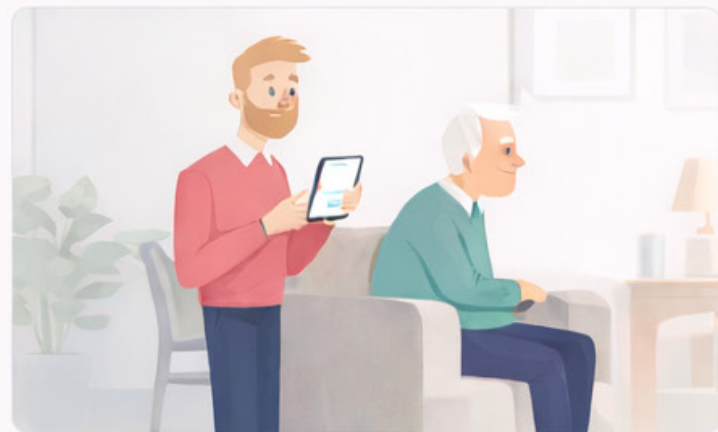
**1 Problem**  
Managing urinary incontinence can reduce independence for many elderly users.



**2 Product**  
Prescient is a **wearable** system designed to predict and manage potential events.



**3 Connectivity**  
The wearable connects seamlessly to the Prescient mobile app.



**4 Support**  
Family members can monitor health insights and receive alerts if needed.



**5 Monitoring**  
Sensors continually track physiological signals and behavioural patterns.



**6 Prediction**  
Predictive alerts notify users in advance, allowing them to respond comfortably and independently.



# Arcade XR

Immersive Interactive Experience



# Arcade XR

## Context

Arcade XR explored how immersive technologies such as augmented and virtual reality could transform interactive entertainment. The project focused on designing engaging spatial experiences that combine digital environments with physical user interaction, creating more dynamic and social forms of gameplay.

## Role

XR Experience Designer

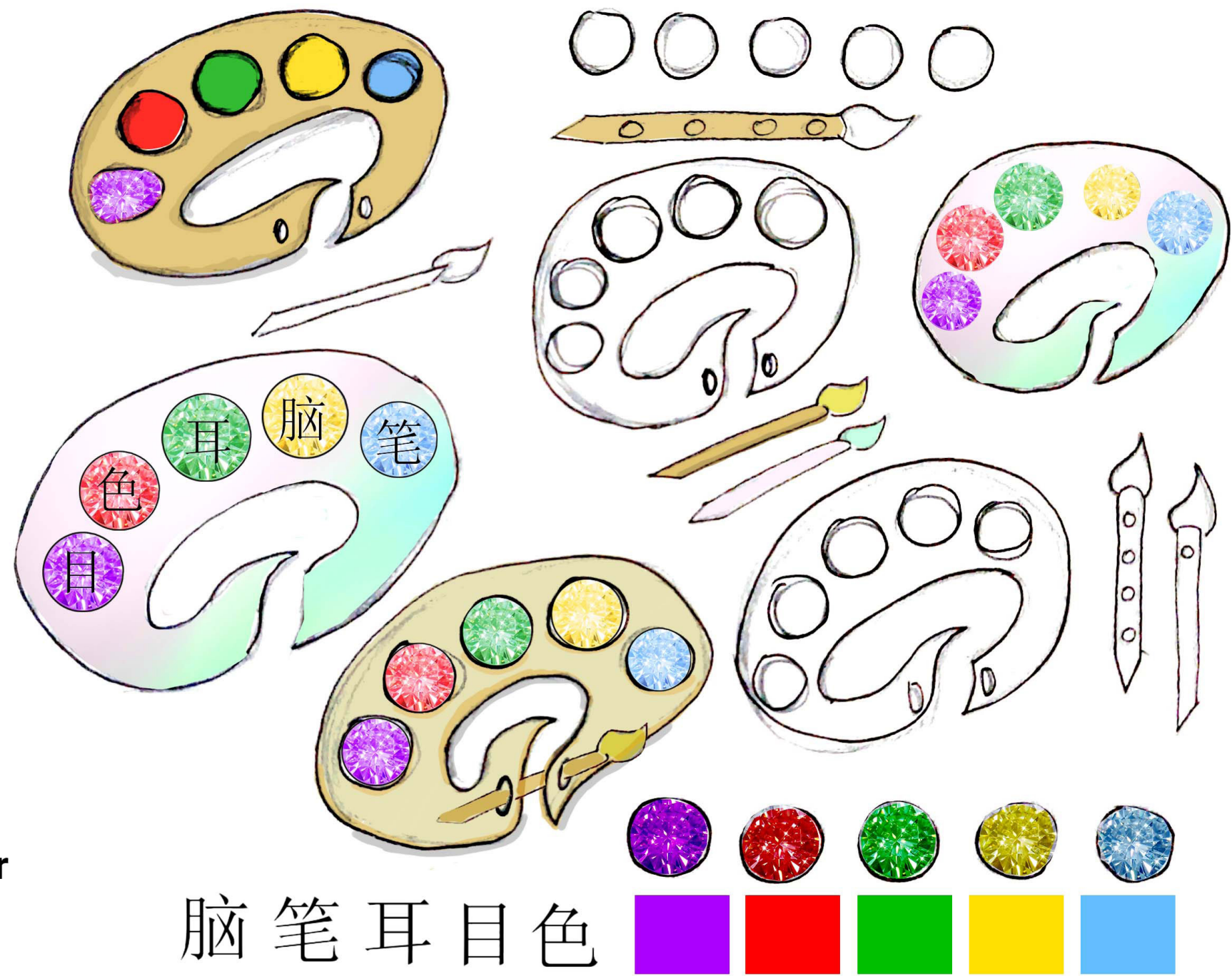
Designed immersive XR experiences focusing on spatial interaction, environment design, and intuitive user navigation within virtual spaces.

## Focus

Immersive Experience Design  
Spatial Interaction  
XR Prototyping  
Interactive Environment Design

Explored how spatial interfaces, environmental storytelling, and motion-based interaction can create engaging and accessible XR gameplay experiences.



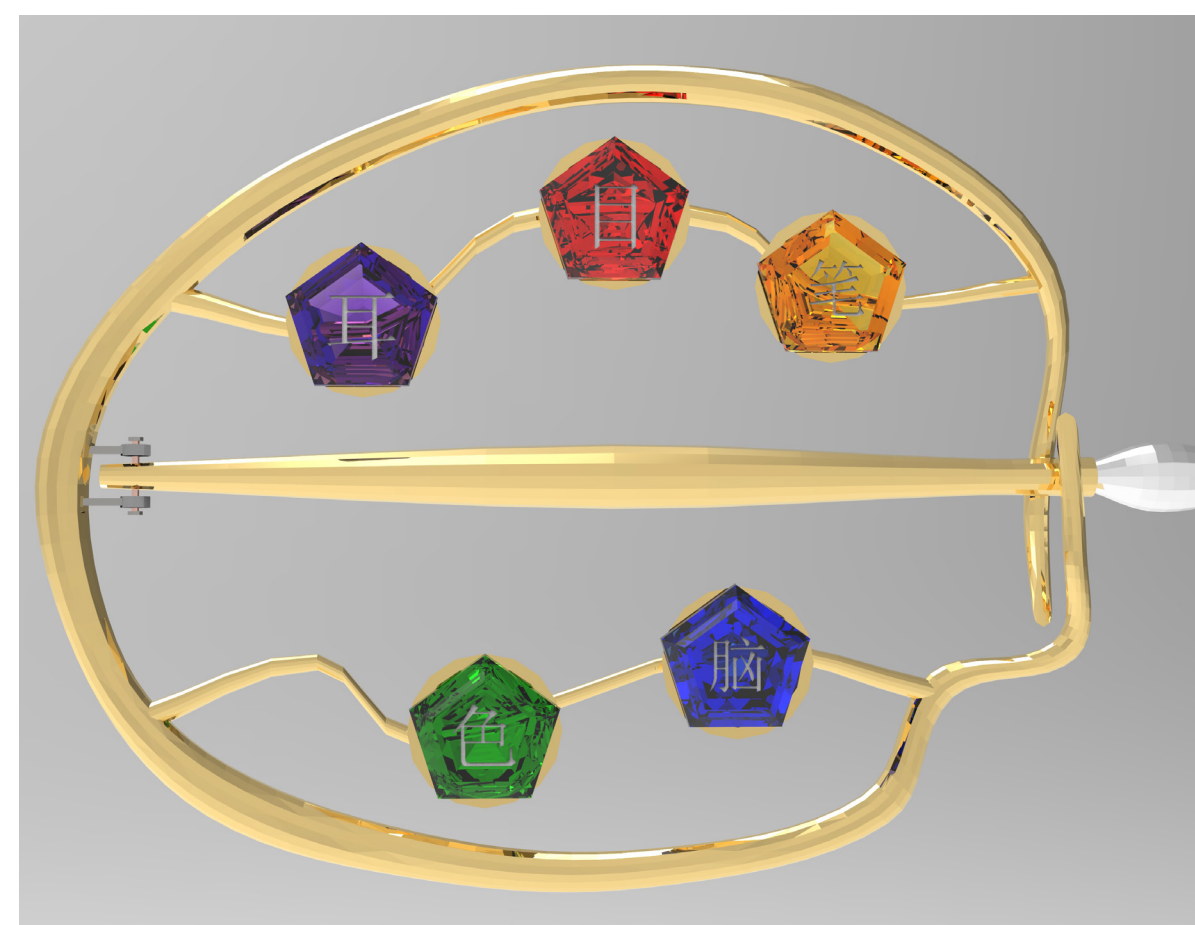


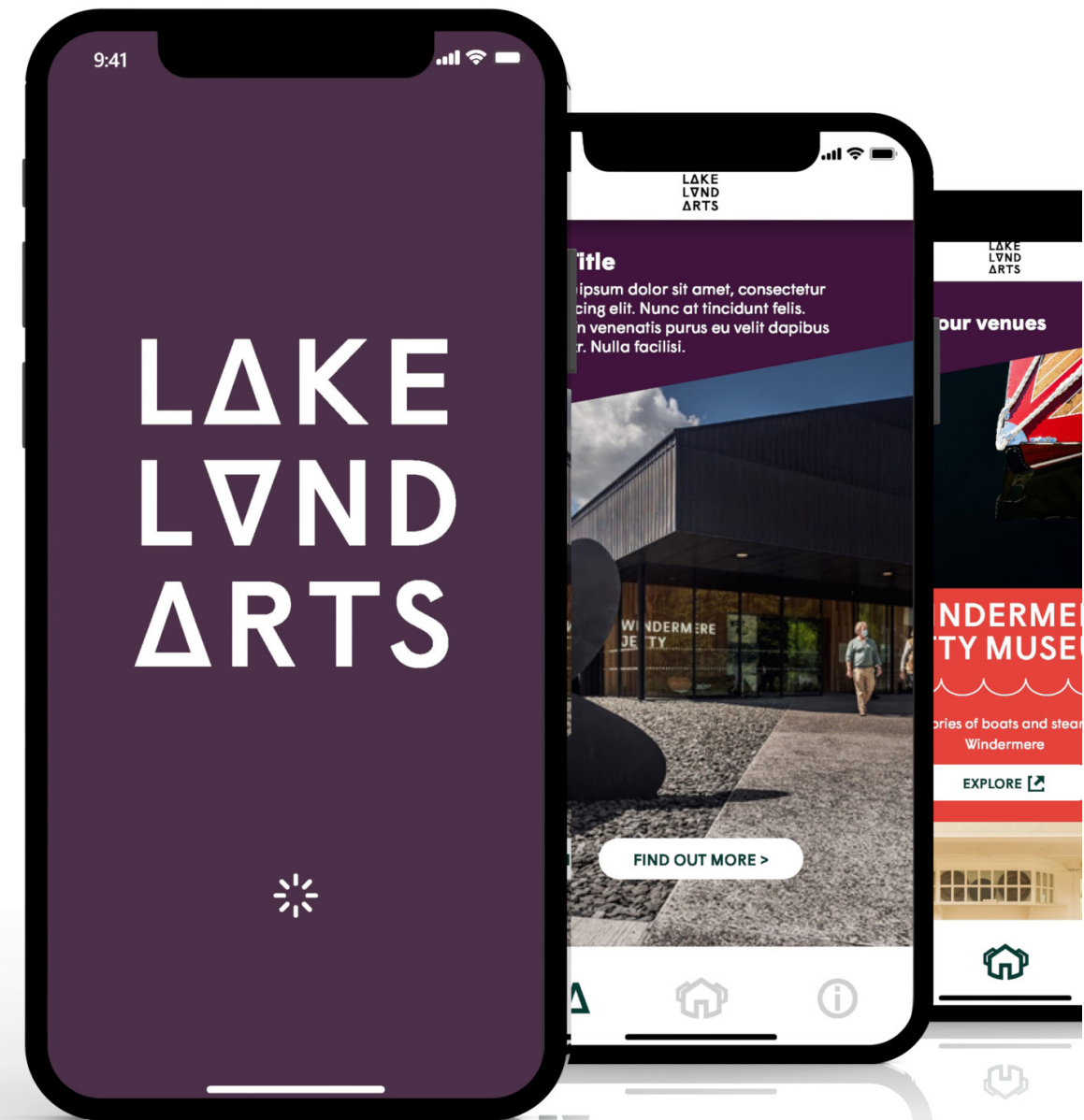
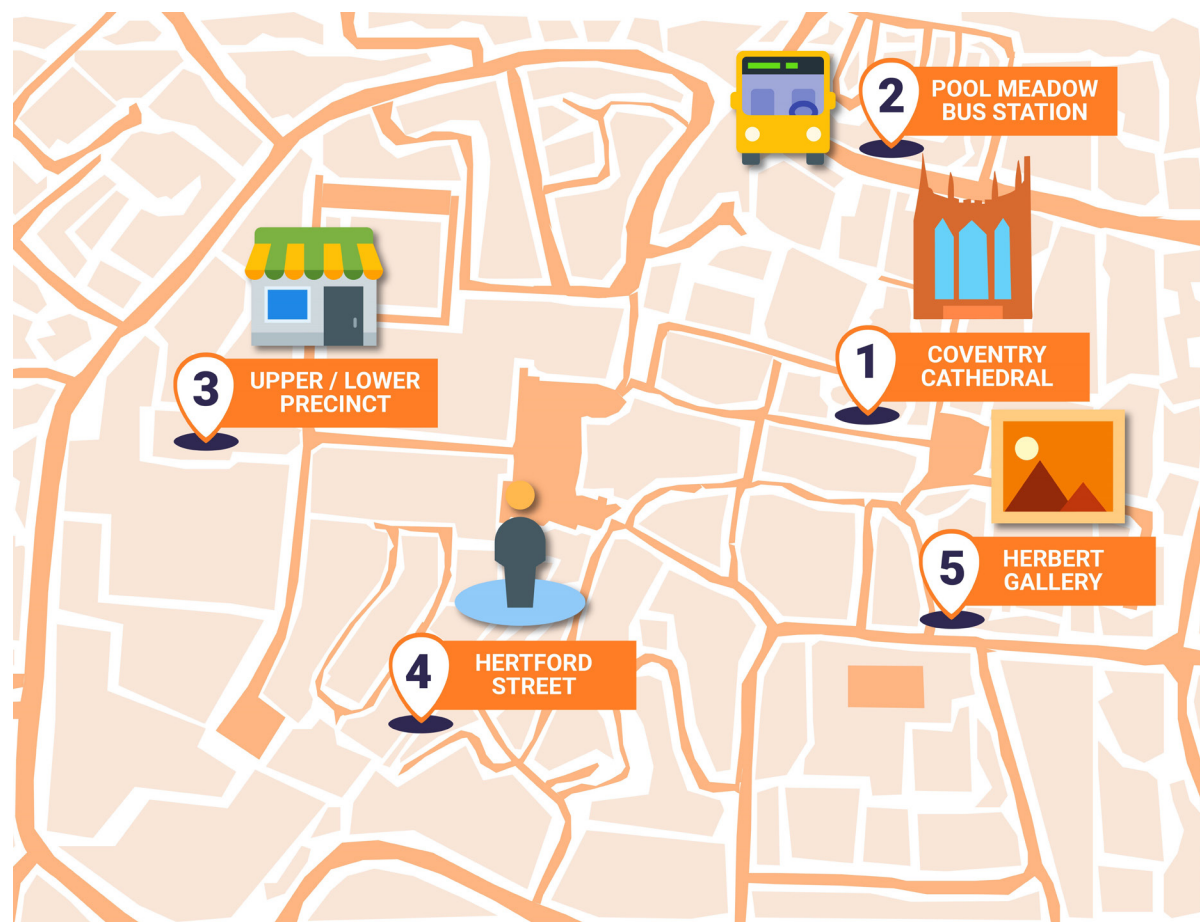
The Gleaning - eye  
 The Discerning - colour  
 The Harkening - ear  
 The Knowing - brain  
 The Revealing - brush

脑 笔 耳 目 色



HOW LOW CAN YOU GO?  
 These paintings were meant to be displayed on a ceiling. So, get down low and look up!





# Viridi Posterum

Future Food Ecosystem

P O S  
T VIRIDI E  
R U M

# Virid Posterum

## Context

Viridi Posterum explores the relationship between sustainability, technology, and future living. The project investigates how design can encourage more environmentally responsible behaviours by rethinking how products, systems, and environments interact with natural resources.

## Role

Product & Concept Designer

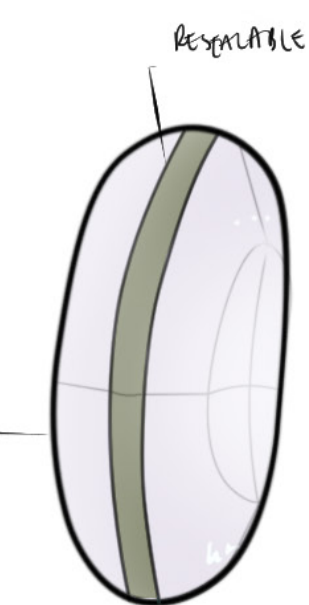
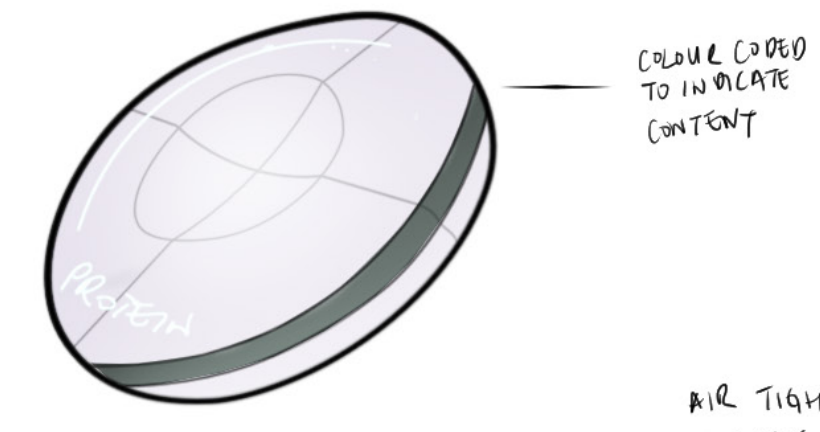
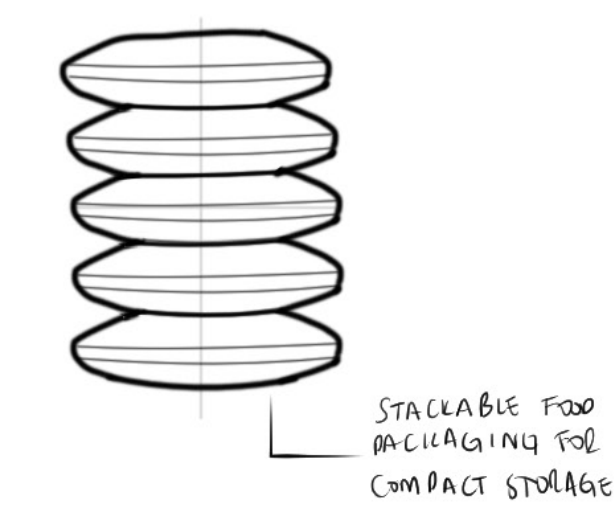
Developed the concept, visual identity, and design direction for Viridi Posterum, exploring how sustainable design principles could inform both the product experience and the wider system around it.

## Focus

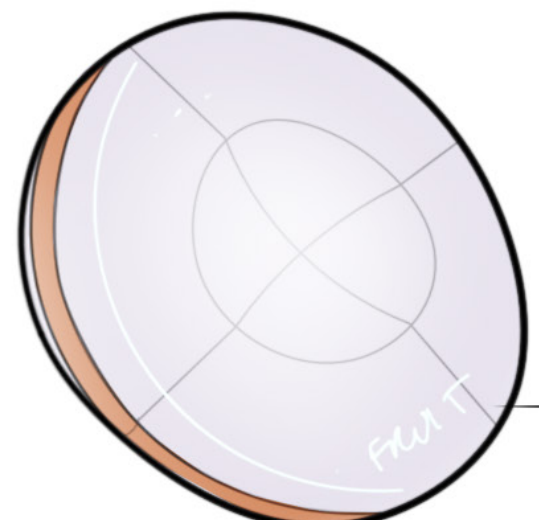
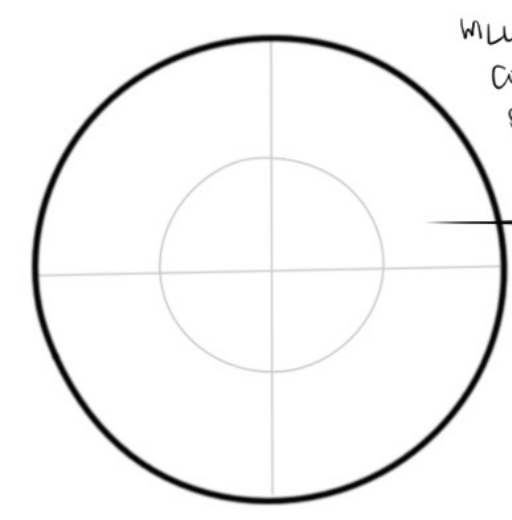
Sustainable Design  
Future Systems Thinking  
Concept Development  
Visual & Product Design

The project focuses on designing solutions that prioritise long-term environmental impact, combining sustainable materials, responsible design thinking, and future-focused innovation.

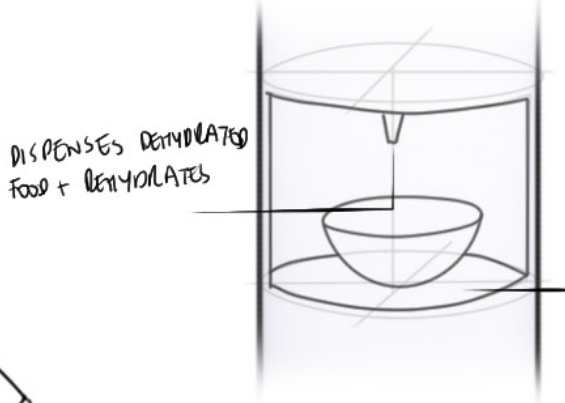
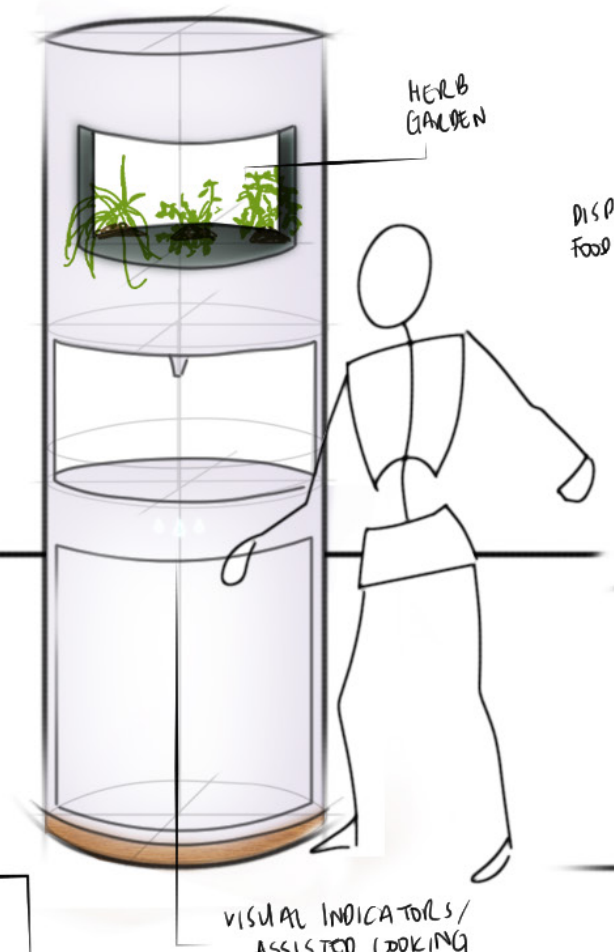
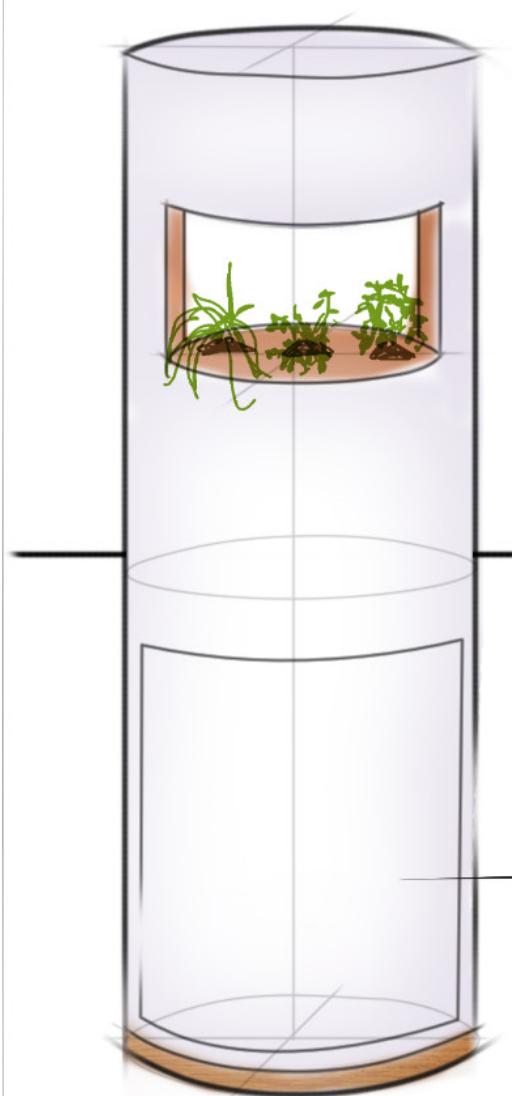




AIR TIGHT STORAGE

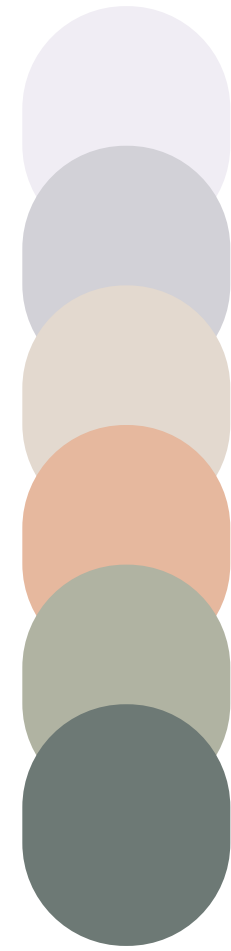
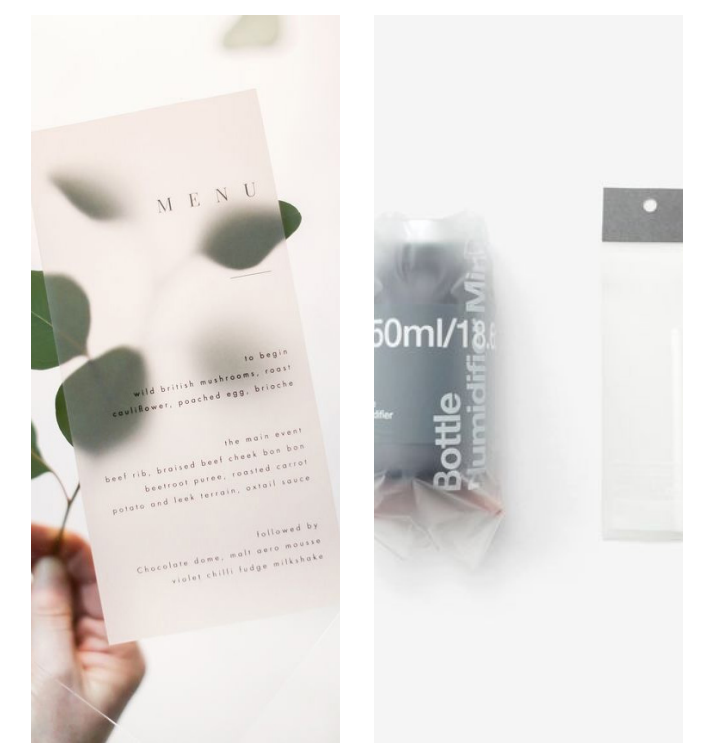
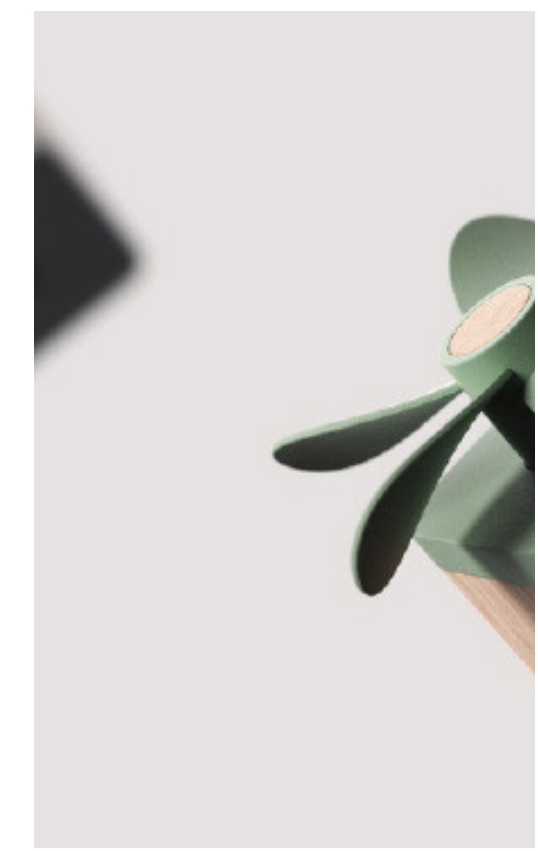
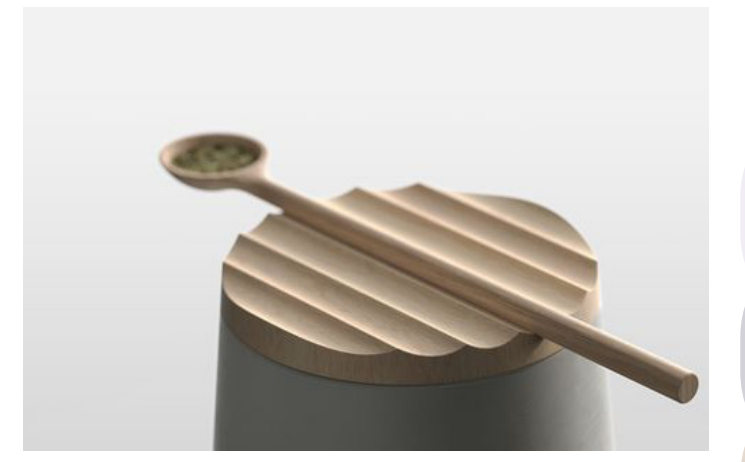
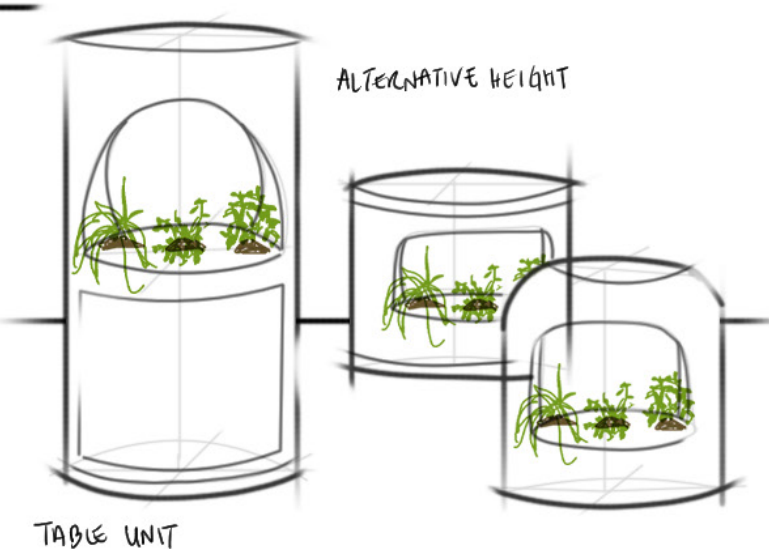


AVAILABLE IN DIFFERENT SIZES FOR MANY PORTIONS



COMPACT COOKING SURFACE

STORAGE (360 ROTATION) OR REHYDRATOR





# Volcanic Ash Whiskey

Luxury Spirits Brand & Packaging



# Volcanic Ash Whiskey

## Context

Volcanic Ash Whiskey is a conceptual spirits brand inspired by the raw power and beauty of volcanic landscapes. The project explores how product design, materiality, and visual identity can come together to create a premium whiskey brand rooted in the themes of fire, earth, and transformation.

## Role

Brand & Product Designer

Designed the brand identity, bottle concept, and packaging system for the Volcanic Ash Whiskey brand, exploring how materials, form, and storytelling could create a distinctive premium product experience.

## Focus

Brand Identity Design  
Product & Packaging Design  
Material Exploration  
3D Visualisation

The bottle design combines transparent glass with a volcanic stone exterior to reflect the brand's connection to natural forces. The visual language draws on volcanic landscapes, molten textures, and dramatic lighting to create a bold and cinematic brand aesthetic.



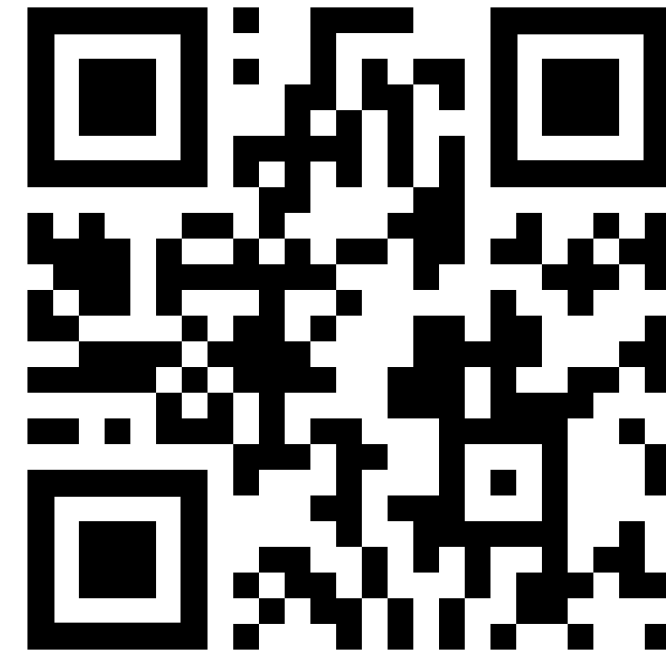




# Additional Projects

Product, Branding & Speculative Design







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