



Anvam Nagpal

AI Systems Designer • Product & UI/UX Designer

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PROFILE

I'm an AI-systems-led Product & UI/UX Designer who builds digital experiences that feel intuitive, human and technically sharp. My work blends interaction design, design systems and emerging AI workflows to create products that balance clarity, usability and automation. My background spans award-winning product innovation—most notably Prescient, a predictive healthcare wearable—AI-powered tools, cross-platform UX, mobile design and systems thinking. Inspired by football, gaming and digital culture, I design with an understanding of flow, play and user psychology. With a history in karate and competitive sport, I bring discipline, curiosity and a team-focused mindset to every project.

EXPERIENCE

Brand Experience Designer — Reckitt (2023–2024)

- Designed digital experiences for key global brands including Durex, KY and Dettol.
- Built an internal AI design assistant used by the Global Design Team to accelerate concepting and exploration.
- Delivered high-fidelity UI assets, 3D visuals, layouts and scalable visual systems.
- Collaborated with multidisciplinary teams to refine briefs, improve usability and support brand innovation.

Lead UI/UX Designer — Asgard World (2023–2025)

- Sole UI/UX designer across Asgard World and Asgard Jobs, leading interaction design and responsive mobile UI.
- Built and maintained a scalable design system including tokens, components, templates and documentation.
- Produced wireframes, prototypes, user journeys, IA restructuring and UX improvements.
- Partnered closely with engineers on implementation, handoff, QA and behaviour specifications.
- Mentored and guided design interns, improving team workflows and standards.

3D & UI/UX Designer — Arcade (2021–2022)

- Delivered interactive concepts, UI layouts, motion inspired elements and 3D visuals for The National Gallery and Urban Jungle.
- Designed user flows, interaction patterns and immersive experiential elements.
- Worked closely with developers to ensure accurate implementation and behaviour alignment.

PROJECTS

AI-Powered Website & API-Driven Prototype

- Designed and developed an AI-powered website concept with real-time API integration and generative UI behaviours.
- Built adaptive prototypes exploring automated layouts, responsive states and system-driven interactions.

AI & Product Experiments

Built a series of AI-driven product concepts using rapid prototyping tools such as Loveable

- Explored multi-model workflows combining tools like ChatGPT, Claude, and Gemini for comparative outputs
- Designed and developed interactive products including CrossPunk (AI crossword generator) and The Internet's Courtroom (AI-powered decision platform)
- Experimented with AI-assisted automation concepts, including a trading bot for prediction markets

Reckitt In-House AI Design Bot

- Created a custom AI design assistant used across global teams for concepting, layout generation and branded asset production.
- Developed reusable prompt systems, logic patterns and brand-aligned output structures.

Prescient — Award-Winning Wearable + App Ecosystem

- Created an award-winning wearable predicting elderly incontinence risk using optical + ultrasonic sensing technologies.
- Designed adaptive watch-face UI, alert states, accessibility-aligned flows and behaviour-driven system logic.
- Combined product, interface and interaction design into a unified health-tech ecosystem focused on dignity and usability.

SKILLS

UX: Interaction Design, Wireframing, Prototyping, Information Architecture, Usability Testing, Journey Mapping, Heuristic Evaluation

UI & Systems: Design Systems, Component Libraries, Tokens, Typography, Layout Systems, Responsive Design, Accessibility (WCAG)

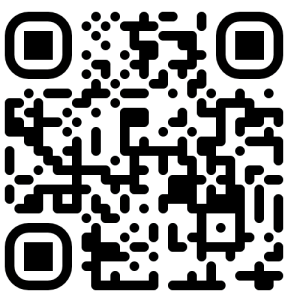
AI Design: AI-Assisted Design, Generative AI, Prompt Engineering, AI Workflow Design, Co-Creation with AI

Technical: Figma, Adobe Suite, API-aware design, Rapid Prototyping

Collaboration: Developer Handoff, Cross-Functional Teams, Agile Workflows, Documentation, Mentorship

EDUCATION

BA (Hons) Product Design — Ravensbourne University London (2018–2021)
Award-winning final year project (Prescient).



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