

Anjana Kuttamath

Arlington, VA | Anjana.kuttamath9@gmail.com | [LinkedIn](#) | [Portfolio](#)

Product/UX Designer with 5+ years of experience crafting end-to-end design solutions across 40+ projects. Skilled in design systems, user research, and accessibility (WCAG 2.1/2.2 AA), driving up to 70% improvement in user engagement and delivering scalable component libraries for complex, multi-surface products.

Skills

Design Systems | User Research | Figma | Accessibility (WCAG) | Prototyping | Adobe Suite | HTML/CSS | Usability Testing | Stakeholder Management | AI-Assisted Design | Architecture

Work Experience

STORCAPP – Product/Website Designer | 2025 – Present (Ongoing)

- Designing STORCAPP's website from scratch, defining information architecture, visual identity, and user experience flows aligned with core product goals.
- Building a complete style guide and marketing design system to unify brand presence across web and campaign assets.

Product Designer | Kalanidhi Dance | Washington, D.C. | Aug 2024 – Present

- Increased user interactions by 70% through research with 10-15 participants and implementing data-driven design improvements across digital touchpoints.
- Built design system with 10+ components and WCAG-complaint documentation, streamlining review process for non-design staff.
- Created 50+ marketing templates ensuring brand consistency across social platforms

Designer (Architect) | Formstudios | Hyderabad, India | Jun 2020 – Jul 2023

- Conducted 100+ stakeholder interviews across 40+ projects (budgets 1-100 crore), delivering 3 complete projects and managing 5 concurrently with a 70% initial and 100% final approval rate through iterative refinement.
- Led client presentations by translating complex requirements into visual narratives, refining through 10-15 revision cycles to ensure clear communication and alignment.

Selected Projects

Mobile App Design - Vivaha Vaibhavam (Thesis Project) | Sept 2024 – April 2025

- Designed an inclusive wedding-planning app with 35-40 screens, conducting 9-10 user research and delivering a comprehensive UI kit featuring accessible color systems, custom components, and culturally relevant illustrations for multiple South Indian languages.
- Completed a 5–6 month project two weeks ahead of schedule using AI tools for research synthesis and illustration generation.

Website Design - Kuttamath Dance | April 2024 - May 2024

- Designed a 5-page responsive website, testing with 4-5 participants to identify and resolve 5-6 critical usability issues.
- Implemented WCAG-aligned accessibility patterns ensuring optimal cross-device experience and delivered the project ahead of timeline using AI-assisted research tools.

Education

Master's in Interaction Design | George Washington University | Washington, DC (2025)

Bachelor's of Architecture | JNAFAU | Hyderabad, India (2021)

Certifications: Enterprise Design Thinking Practitioner - IBM Skillsbuild (2025) | Using AI Tools for UX Design - | LinkedIn Learning (2025) | Google UX Design Certificate - Google (In Progress)