



Anirudh Airan

Product & Visual Designer

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Experience



Noon – Product Designer

Nov 2024 – Present (10 mos)

- Focused on end to end design of 0 to 1 features for Noon’s consumer facing platform, including Noon Loyalty Program and Supermall, enhancing user engagement and convenience.
- Collaborated with cross-functional teams to align with business goals along with supporting the development team to drive visual consistency.
- Maintained and evolve Noon’s design system, ensuring visual and interaction consistency at scale for seasonal campaigns & new features.



Swiggy – Lead Designer (DineOut)

Feb 2023 – Nov 2024 (1 yr 10 mos)

- Collaborated with product designers and managers to create assets, including 2D and 3D illustrations, Lottie animations, and ensuring UI precision through color, typography, page layout, and hierarchy. I also ensured adherence to brand guidelines.
- Took charge of the asset launch process, from design to final deployment. I also communicated with developers to address any constraints.
- Led the design strategy for Dineout campaigns, focusing on user experiences.



Adzapier – Brand & Web/App Designer

Jan 2012 – Feb 2023 (2 yr 2 mos)

- Designed product branding, web apps& marketing assets for digital platforms.
- Developed UI/UX layouts and interactive prototypes, ensuring seamless product experiences and maintain brand consistency across all the touchpoints.
- Provided design support for Salesforce (Pardot) newsletters and product portal layouts.



Ekitai Media – Web & Visual Designer

Aug 2017 – Jan 2021 (3 yr 6 mos)

- Outlined brand identity elements (logos, color schemes, typography) and designed digital marketing materials such as banners, social media creatives, and promotional graphics.
- Created visually engaging and user-friendly website designs that aligned with client branding and project requirements.
- Handled multiple projects at once, ensuring all design deliverables met deadlines, maintained visual consistency, and adhered to brand guidelines.

Education

Masters in Business Administration

2024 – Present • BVP University (Remote)

Advance Marketing Programme

2023 – 2024 • IIM-Kozhikode (Remote)

Bachelor in Commerce (Honours)

2014 – 2017 • Sikkim State University

[Portfolio Link](#)

Expertise

Visual & UI Design

Web & App Design

Motion & Storytelling

AI-Driven Design

Tools/Technologies

- Figma
- XD
- Lottie
- Photoshop
- Illustrator
- After-effects
- Adobe firefly
- AI – Prompting
- HTML/CSS

Hobbies

- Cooking
- Gaming
- Music