

# ANIKETH VYAS

Senior Product Designer

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## PROFESSIONAL SUMMARY

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Senior Product Designer with 6+ years of experience designing consumer-facing (B2C) digital experiences for national retailers including The Home Depot, Upbound Group (Rent-A-Center), and Michaels. Specializes in end-to-end UX design, including research synthesis, user flows, AI-centric product UI, rapid prototyping with Claude Code and LLM prompting, A/B testing, and accessible (WCAG 2.2 AA) design systems in Figma, working in Agile teams alongside product, engineering, and data science partners. Proven record of turning user research into measurable business results, including ~61K new customer agreements from a rewards program launch and a 21% NPS lift from an order-tracking redesign.

## PROFESSIONAL EXPERIENCE

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### Senior Product Designer / Strategist

Apr 2026 - Present

*The Home Depot*

*Dallas, TX*

- Increased customer engagement with the Cabinet Refacing homepage by 12% post-launch, as measured by daily visits and clicks to appointment scheduling, by auditing heat maps and revamping the page with existing reusable components to shorten design turnaround.
- Co-moderated user testing with 25+ participants on Home Services lead forms (including HVAC and Flooring), synthesizing findings through affinity mapping into high-fidelity design recommendations.
- Spearhead end-to-end experience design for 3+ Home Services customer journeys, partnering with CX research to translate insights into storyboards, prototypes, and user-testing scenarios.

### Product Designer

Jun 2025 - Apr 2026

*Upbound Group (Rent-A-Center)*

*Dallas, TX*

- Generated ~61K new customer agreements within 3 months of launch by leading end-to-end design of RAC Rewards, the customer rewards program.
- Increased web leads 1.77% and checkouts 5.75% by redesigning homepage marketing modules and holiday promotions with a responsive bento layout system that sharpened content hierarchy and visual focus.
- Defined the North Star design vision for the full agreement signup experience across web and the native iOS and Android apps, consolidating the flow into fewer steps and screens to improve usability and conversion for new customers.
- Accelerated North Star concept exploration by using Claude Code and LLM prompting to turn designs into working, interactive prototypes, shortening the loop between idea, review, and iteration.
- Drove data-informed product decisions by partnering with Product Managers, UX Researchers, and the Data Science team to design and launch multiple Optimizely A/B test variations, validating new design patterns through UAT.

### Product Designer

Apr 2024 - May 2025

*Michaels Stores*

*Dallas, TX*

- Lifted NPS by 21% and reduced customer confusion by redesigning Order History and Order Tracking experiences to WCAG 2.2 AA accessibility standards.
- Launched Learn with Michaels (video on demand), event RSVP, and balloon customization as the sole product designer across native iOS, native Android, and web, gathering stakeholder and PM requirements, mapping end-to-end journeys and wireframes, delivering high-fidelity designs, and guiding developers through handoff and visual QA.
- Streamlined design-to-development handoff across 7+ teams by engineering reusable Figma components and documenting design patterns as part of DesignOps.

- Delivered feasible, compliant solutions by partnering with engineers, PMs, legal, and the Data Science team to translate requirements and customer data insights into structured flows, wireframes, and high-fidelity prototypes.

## UI/UX Designer

May 2023 - Apr 2024

Virtuous Pros

Remote

- Reduced task time in internal tools by leading end-to-end UX/UI design that integrated complex multimodal and third-party data into clear, scalable workflows.
- Improved workflow clarity by crafting interactive mockups and prototypes grounded in research with 5+ users and stakeholders and analysis of user behavior and business needs.
- Iterated designs continuously within Agile teams, applying structured qualitative feedback and quantitative usability insights each sprint.

## UI/UX Designer

Jun 2022 - Mar 2023

Amniscient

Frisco, TX

- Simplified complex camera device-management tasks in a PaaS portal, reducing steps and clicks across core workflows, by driving UX strategy and detailed interaction design.
- Directed a full-scale website redesign, aligning brand identity, navigation clarity, and visual design to present the company's device-management ecosystem.
- Resolved 5+ usability issues before launch by refining solutions across Agile sprints with product managers and engineers, informed by user research and usability analysis.

## UI/UX Designer / Developer

Jun 2019 - Jul 2021

Zensar Technologies

Pune, India

- Reduced manual errors by 40% by designing and building a Deal Operations tool that streamlined user workflows.
- Engineered and tested 25+ high-fidelity prototypes in Figma and front-end code (HTML, CSS, JavaScript), refining interaction patterns and flow clarity.
- Increased task success rate by ~15% by conducting usability tests and turning user feedback into targeted design improvements.

## EDUCATION

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| <b>Master of Science, Computer Science</b> , Saint Louis University (GPA 3.56)                      | 2023 |
| <b>Bachelor of Engineering, Computer Science</b> , Rajiv Gandhi Proudhyogiki Vishwavidyalaya (RGPV) | 2019 |

## SKILLS

**Design Tools:** Figma, Sketch, Adobe Creative Suite, Optimizely

**AI and Prototyping:** Claude Code, LLM Prompting, AI-Centric Product UI, AI-Assisted Rapid Prototyping, Figma AI

**UX/UI Design:** User-Centered Design, Design Thinking, User Flows, Wireframes, Low- and High-Fidelity Mockups, Prototyping, Information Architecture, Visual Design, Responsive Design, Design Systems

**Research and Testing:** Usability Testing, A/B Testing, User Acceptance Testing (UAT), Affinity Mapping, Storyboarding, User Personas, User Journey Maps

**Accessibility:** WCAG 2.2 AA

**Collaboration:** Cross-Functional Collaboration, Data Science Team Collaboration, Agile/Scrum, Stakeholder Management, Developer Handoff, DesignOps

**Technical:** HTML, CSS, JavaScript, jQuery, React.js, SQL (basic)