

ANEESHA WATVE

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Personal Summary

Senior UX and product design professional with 18+ years across digital experience, visual communication, product design, and design leadership. Nielsen Norman Group (NN/g) UX Certified, with advanced specialization in UX Management, Product Strategy, Qualitative Research Architecture, and Strategic Metrics Frameworks. Experienced leading complex digital experiences from discovery and journey definition through wireframes, prototypes, high-fidelity UI, design-system implementation, and development handoff. Skilled at translating complex business, user, regulatory, and technical requirements into intuitive experiences while aligning product managers, engineers, stakeholders, and design teams around a shared experience vision. Known for combining systems-level thinking with hands-on design execution, creating scalable frameworks, reusable patterns, and user-centered experiences that improve consistency, accessibility, and product-development efficiency.

Technical Skills

- **Product Design & UX Strategy:** Strategy, insights, architecture, interaction design, usability testing
- **Research & Design Thinking:** User research, human-centered design, stakeholder workshops, journey mapping
- **Enterprise Design Systems:** Scalable component libraries, cross-platform consistency
- **Collaboration:** Cross-functional alignment with developers, PMs, and stakeholders
- **Accessibility & Inclusivity:** WCAG audits, responsive design, inclusive experiences
- **Other Strengths:** UX writing, content strategy, branding, visual communication
- **Tools:** Figma • Adobe Creative Suite • Microsoft Office • AI tools • Jira • Confluenc

Experience

05/2022 - 08/2025
CGI
Pittsburgh, PA

Product Design Consultant

- Led end-to-end enterprise UX/UI design for the Puerto Rico Disaster Recovery System & Transparency Portal (recovery.pr), translating complex user, business, regulatory, and accessibility requirements into clear digital experiences.
- Developed experience architecture, user journeys, interaction models, wireframes, dashboards, and conversational experiences to simplify complex customer and operational workflows.
- Built and scaled an enterprise design system, establishing reusable components and experience patterns that improved consistency, efficiency, and alignment across digital touchpoints.
- Created interactive prototypes and scalable Figma components to test concepts and communicate product intent
- Documented and audited detailed interaction models and UI specifications, helping ensure design quality and implementation accuracy.
- Partnered closely with product managers, business analysts, engineers, and stakeholders in Agile teams, balancing customer needs, technical feasibility, compliance requirements, and business objectives.
- Incorporated user feedback and analytics into iterative experience improvements and advocated for customer needs throughout design and development.

- Applied accessibility and inclusive-design principles to enterprise experiences, including responsive behavior and WCAG-informed design decisions.
- Recognized with five CGI 'Applaud Pins' for design quality, collaboration, knowledge sharing, and intrapreneurship.

04/2014 - 12/2021

Three Aces Business
Solutions
Pune, MH

Founder & Principal Designer

- Founded and led a boutique design practice delivering UX, product design, digital experience, branding, and communication solutions for diverse clients.
- Led engagements from discovery and user research through experience strategy, wireframing, prototyping, visual design, and delivery, balancing user needs with client business objectives.
- Conducted market and user research to identify audience needs, inform product positioning, and prioritize experience-design opportunities.
- Designed digital products, and marketing systems tailored to client identities and customer needs.
- Facilitated client discussions and design reviews, translating ambiguous requirements into actionable concepts and guiding stakeholders toward aligned design decisions.
- Managed multiple concurrent projects independently, coordinating scope, priorities, feedback, and delivery while maintaining quality and consistency.

11/2015 - 12/2016

Ticket Design

Senior Communication Designer

- Developed brand strategy, visual identity, information design, and digital UI enhancements for enterprise marketing and supply-chain solutions.
- Translated complex product and business information into clear digital communication and visual experiences.
- Collaborated with product and marketing teams to develop digital content strategies and customer-facing communications.

11/2011 - 12/2014

The Alchemist's Ark
Pvt. Ltd.

Graphic Design & Visualization Expert

- Designed UI/UX enhancements for applications and marketing experiences, combining visual storytelling with clear information hierarchy.
- Developed brand-aligned digital learning experiences and content strategies supporting sales, distribution, and supply-chain solutions.

01/2005 - 01/2009

Knowledge Horizon E-
Learning

Senior Visualizer

- Led visual storytelling for immersive digital learning experiences, translating complex instructional content into structured, intuitive visual narratives.
- Collaborated with multidisciplinary teams to create engaging digital experiences through visual communication, information design, and interaction thinking.

08/2002 - 12/2004

Visualizer & Designer

- Developed expertise in visual communication, digital design, information hierarchy, and creative problem-solving within design and advertising environments.

Education

01/2026

UX Certification in User Experience Design, Advanced specialization in: UX Management, Product Strategy, Qualitative Research Architecture, Strategic Metrics Frameworks
Nielsen Norman Group (NN/g)

B.F.A. in Applied Art - Advertising & Visual Communication
Sir J.J. Institute of Applied Art, Mumbai University
University Gold Medalist | 8 Government and State Awards

Portfolio

- www.aneeshawatve.com

Awards & Honors

- CGI - 5 "Applaud Pins" for design quality, collaboration, and intrapreneurship.

ADDITIONAL LEADERSHIP EXPERIENCE

PMS (Native Language School) — Program Strategy Lead & Coordinator, Volunteer

Aug 2024 – Jun 2026

- Directed operations and curriculum delivery for a regional cultural education program involving board members, volunteer faculty, parents, and students.
- Developed governance frameworks and coordinated stakeholders with competing priorities, strengthening program alignment and operational consistency.
- Established structured feedback mechanisms and parent/student engagement initiatives that improved year-over-year student retention.
- Developed instructor training materials, coordinated volunteer onboarding and resources, and supported standards-aligned curriculum development.
- Organized community initiatives and events requiring cross-functional planning, stakeholder communication, and execution.