

ANANNYAA KAPUR Product designer + strategist + creative coder		anannyaakapur.com linkedin.com/in/anannyaakapur anannyya.kapur@gmail.com
EXPERIENCE	Founding Product Lead QuantLink AI Jun 2025 – Present	Sole designer from day one at a B2B data platform for professional investment analysis, owning UX and UI across every product surface. Built the design system from zero and scaled it through three pivots. Shipped features in code and shaped product and fundraising strategy alongside the founder.
	CEO, Co-founder, Product Designer Laybel Dec 2024 – Sep 2025	Founded an iOS food tech app helping households manage kitchen inventory, owning product vision, GTM, and product design. Took the product from concept to launch, prioritizing features through usability testing with 50+ testers. Designed and shipped AI-powered inventory tracking and eCommerce integrations with engineers on an accessible, modular UI system.
	Product Designer, Design Engineer Independent Practice 2023 – 2025	Product design for clients ranging from early-stage startups to established businesses. For The Enthubakers, redesigned and launched an eCommerce site that grew online sales 40% and engagement 9x , informed by 20+ customer interviews and A/B testing. For New Math Creative, designed and built an MVP research repository in Webflow with an AI chat assistant grounded in its content.
	Contract Product Designer Inspirame Inc. Jun 2024 – May 2025	Redesigned dashboard UX across enterprise B2B and B2C products, improving retention across 1,000+ users. Drove design strategy through user research, usability testing, heuristic evaluations, and competitive analysis. Delivered UX specs and high-fidelity prototypes within the existing design system, working in agile sprints with PMs and engineers.
COMMUNITY & LEADERSHIP	Planning Consultant Friends of Figma, Twin Cities Sep 2026 – Present	Shaping chapter strategy to grow and connect the Twin Cities design community through networking events, mixers, and programming.
	Campus Ambassador Figma Aug 2024 – May 2025	Drove Figma adoption at CCA, growing edu-verified users 64% and student engagement 4x through workshops, design critiques, and social media content. Partnered with Figma’s education team and leadership to host design sprints and campus programming.
EDUCATION	California College of the Arts San Francisco, CA Aug 2021 – May 2025	Bachelor of Fine Arts (BFA), Interaction Design + Minor, Creative Coding GPA: 4.1 (Highest Distinction) Dean’s List (All semesters) All-College Honors Award 2024 (\$1,000) Creative Achievement Award Scholarship (\$124,000)
SKILLS & TOOLS	Design	Design systems, prototyping, user research, product strategy Figma, Paper, ProtoPie, Webflow, Framer, FigJam, Miro
	Technical	HTML/CSS, JavaScript, React, Git, Claude Code, Cursor