ANANYA PAL

DESIGN ENGINEER | FRONTEND & PRODUCT DESIGN

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PROFESSIONAL SUMMARY

B.Tech Computer Science (AI/ML) graduate with knowledge of **React.js, React Native, JavaScript, HTML and CSS** and professional experience designing interfaces for AI-assisted and enterprise applications. Translate product requirements and business workflows into usable solutions, working closely with engineers to connect UI/UX design with technical implementation. Looking forward to **Software Development Engineer I** roles.

TECHNICAL & PRODUCT SKILLS

Frontend: React.js, React Native, JavaScript, HTML, CSS

Software product work: Product requirements, application UI/UX, dashboards, prototyping, engineering collaboration

Tools: Figma, Figma Make, Adobe Creative Cloud

PROFESSIONAL EXPERIENCE

Digital Experience Designer
Jan 2025 – Present

Alpha Torana Pvt. Ltd. | Remote

- Established the company's **brand identity from scratch**, designing the logo, visual system and corporate website to strengthen the brand consistency and digital presence.
- Designed an **end-to-end recruitment platform**, transforming previously manual hiring processes into streamlined digital workflows covering job postings, screening, interviews, hiring, and onboarding to target **35% less manual effort**.
- Designed an integrated **HRMS and Employee Hub** centralizing employee, leave, and client workflows, targeting **40% lower admin effort** and **30% faster task completion**.
- Collaborated with engineers to optimize user journeys, simplify workflows, and enhance usability across internal platforms.
- Designed **AT Copilot, a RAG-powered enterprise AI workspace** unifying company knowledge and tools, targeting **60% faster retrieval and 40% less manual effort**.
- Designed an **AI-powered QA Automation Platform** for automated test generation, execution and defect tracking, targeting **60% less manual testing and 40% faster QA cycles**.

Freelance Designer
Oct – Dec 2024

Alpha Torana; Atlas Chiropractic & Wellness; Chiropractically Speaking | Remote

- Created UI assets, brand identities and digital communication materials across multiple client projects.
- Helped grow Atlas's Instagram followers by **275%** (2,000 to 7,500 in 2.5 months) through visual content strategy.

Software Development Intern
Jan – Aug 2024

IEMA Research and Development Pvt. Ltd. | Kolkata

- Designed and developed an English-learning mobile app for underprivileged IELTS candidates, structured around Listening, Speaking, Reading and Writing (LSRW).
- Redesigned **IEMCRP**, the student and faculty portal website that manages data of 2L+ people across 3 educational institutions.
- Developed the website for the BioTech Department of UEM, Kolkata.
- Designed and developed a **Foreign Language learning application** from scratch that is under development.
- Developed a website for NAAC portal tracking for the faculty data collection.

Graphic Designer Intern
Jun – Sep 2023

SiteMaster | Kolkata

- Worked closely with the founders to revamp brand identity, crafted logo for successful app launch.
- Produced marketing materials, managed social media, devised innovative promotional strategies.

EDUCATION

B.Tech in Computer Science (AI/ML)
2020 – 2024

University of Engineering and Management, Kolkata | **DGPA: 9.10**

PROJECTS & LEADERSHIP

- **UX India (2024):** Visual Designer on the organizing team for the 20th edition of the UX India conference.
- **Sharadanjali Magazine (2023):** Led a **20+ member team** to deliver UEM Kolkata's inaugural magazine in 7 days. [Link]

AWARDS & RECOGNITIONS

- **Alpha Star Employee of the Year (2025)**, impactful contributions to product and brand design in Alpha Torana Pvt. Ltd.
- Ranked **7th** in my department, Computer Science Engineering (AI/ML), at UEM Kolkata.
- Recipient of the **Vice Chancellor's Award for Overall Performance** in August 2022 and July 2023, at UEM Kolkata.