



**Hi, I am Rakshit Anand**

*My friends call me, Tedds*

I am a UX designer who strongly believes in providing the user a comfortable and intuitive experience. Over the years I have developed my interest in design research, user experience design and rapid interactive prototyping.

I am always in the hunt for new ideas and experiences as it drives my work.

**Work experience** (July 2017 - Present) + (6 month internship)

**CURRENT TEAM**

**PRODUCT DESIGNER | 12.2025 - Present**

**@DreamPlay (Sporta technologies Private Limited), Mumbai**

At DreamPlay, I was 1 of 2 designers that created this product from the ground up. We created the 0-1 journey and then have grown to be an international app with courts in Dubai, Argentina, UK and India. I worked on

- All workflows in the app
- Design System for DreamPlay
- Highlights and reels during tournaments
- Website self hosted using figma sites
- 60 sec advertisement using AI
- Offline print assets for our partner courts
- Product walkthrough videos

P.S. - This was only a team change in the organisation, not a new job

**PREVIOUSLY**

**PLATFORM PRODUCT DESIGNER | 02.2024 - 12.2025**

**@Dream11 (Sporta technologies Private Limited), Mumbai**

At Dream11, I was responsible for managing internal platforms. This included researching, consolidation, wireframing, visual design prototyping and tracking the platforms which help run the Dream11 app. This helped me understand a bunch of B2B platforms required to run a company, These include

- Experimentation and tracking
- Feature flags
- Communication campaign management
- Cohorting
- Tech scaling platform
- Service management
- Cost management
- Data pipelines / ETLs

**LEAD PRODUCT DESIGNER | 12.2021 - 09-2023 (1 year 9 months)**

**@Jodo (Bharosepe Technology Services Private Limited), Bengaluru**

At Jodo, being the only designer, I was managing 3 platforms. We have a B2C platform, B2B platform and an internal sales and user management tool. The design work included research, conceptualisation, wireframing, visual design, prototyping and implementation. This gave me a wholistic view on what is needed to manage anything related to designing a product

**LEAD UX DESIGNER | 04.2020 - 12.2021 (1 year 8 months)**

and

**UX DESIGNER | 09.2018 - 04.2020 (1 year 7 months)**

**@Moonraft Innovation Private Limited, Bengaluru**

During my tenure at Moonraft, I have worked on Vanguard Charitable (a financial solution for a charitable trust in the US), Subex (a internal tracking dashboard for a telecom company in Bengaluru) and a few other projects. Ideation, UX for pre and post login flows were some of the tasks that i was working on. Along with this, I setup up information architecture for multiple projects.

**UX & UI DESIGNER | 06.2017 - 08.2018 (1 year 3 months)**

and

**UX & UI INTERN | 06.2016 - 12.2016 (6 months)**

**@Pensaar Design, Bengaluru**

Projects i worked on include:

- EasyDay - A Future Group app
- IFMR
- Flipkart Seller Platform
- Design Thinking Summit 2016 & 2017
- Raymondnext.com
- Infosys Travel Portal

Design Thinking is the main focus of Pensaar. I was handling research, UX and UI for these projects

**My core skills include**

Wireframing, Product design (Interaction, experience, UI & visual), Research (Qualitative & Quantitative), Rapid prototyping in Figma, Prototyping using AI, Basic HTML/CSS & .js

**Education**

**Graduate in Graphic Design**

Class of 2017

**@MAEER'S MIT Institute of Design, Pune**

**Get in touch**

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*Hope to hear from you soon, cheers*