Contact

#+1 (437) 922-2266# (Work)
ar.anshumala@gmail.com

www.linkedin.com/in/anshumalamishra (LinkedIn)
malamishra.design/ (Portfolio)

Top Skills

AI Product Design
SaaS Platform Design
UX Strategy

Languages

English (Full Professional)
French (Elementary)
Maithili (Native or Bilingual)
Hindi (Native or Bilingual)

Certifications

Accessibility for Web Design
Design Thinking

Honors-Awards

JAMES DYSON DESIGN AWARDS 2017
Canadian Wood- furniture design competition
DESIGN ENABLED DIGITAL TECHNOLOGY FOR SOCIAL IMPACT Design Award
WADe Asia 2018 Young Artist Award
Winner Adobe Creative Jam 2020

Mala Mishra

Senior Product Designer (AI/ML, SaaS Platforms) | Agentic UX | Human-AI Interaction | Design Systems | 0→1 & Scale | Data-Driven Product Strategy
Toronto, Ontario, Canada

Summary

I'm a Senior Product Designer with 7+ years of experience designing scalable SaaS, AI-driven, and data-intensive platforms across industries including FinTech, eCommerce, and AgriTech.

I specialize in solving complex product problems by combining product thinking, systems design, and user-centered research to create intuitive, high-impact experiences. My work focuses on translating ambiguity into structured, scalable solutions that drive measurable business outcomes.

Currently, I'm leading design initiatives at Kampi, where I design AI-powered platforms (PondVision™, SmartCycle™) that transform real-world operations through data and machine learning. I collaborate closely with product, engineering, and ML teams to translate complex systems into clear, actionable user experiences.

I actively leverage AI-assisted and prompt-driven design workflows to accelerate ideation, generate user flows, and explore multiple product directions in early-stage problem spaces. I'm particularly interested in human-AI interaction, designing systems that improve trust, clarity, and decision-making.

A key part of my work is building for scale. I define and evolve design systems—establishing reusable components, tokens, and interaction patterns that ensure consistency, accessibility, and faster development across products and teams.

What I bring:

End-to-end product design (0 → 1 → scale)

Strong focus on design systems and scalable UX architecture

Experience designing for complex, data-heavy and AI-driven systems

Product strategy and data-informed decision-making

Ability to operate in ambiguity and fast-paced environments

Cross-functional collaboration across product, engineering, and AI teams

Experience

Kampi
Senior Product Designer
May 2025 - Present (1 year 6 months)
Toronto, Ontario, Canada

‣ Led end-to-end design of AI-powered aquaculture platform (PondVision™, SmartCycle™), enabling data-driven decision-making for farm operators and improving operational visibility across farms

‣ Designed complex, data-heavy workflows translating ML outputs into intuitive, actionable user experiences, reducing cognitive load and improving task efficiency by ~25%
‣ Leveraged AI tools (e.g., Figma AI, UX Pilot, Claude) to generate user flows and rapidly iterate on concepts, reducing design turnaround time by ~30–40%
‣ Applied AI-assisted and prompt-driven design workflows to explore multiple UX directions early, increasing speed of ideation and decision-making

‣ Designed human-AI interaction patterns to improve clarity, trust, and usability of AI-generated insights and recommendations
‣ Explored design-to-code pipelines to streamline handoff and reduce friction between design and development

‣ Defined and scaled a cross-platform design system, creating reusable components, tokens, and patterns, improving design–development efficiency by ~30%
‣ Built and maintained UI component libraries and documentation, reducing inconsistencies and accelerating feature delivery

‣ Collaborated cross-functionally with product, engineering, and ML teams to define product direction and align on scalable UX solutions
‣ Redesigned key product areas (group performance, pond monitoring, inputs), improving usability and reducing user friction across core workflows
‣ Facilitated UX workshops and design sprints to align stakeholders on product vision and roadmap execution
‣ Introduced structured UX processes (research, flows, prototyping), improving team clarity and design consistency in a fast-paced startup environment

Idea Theorem™
Senior Product Designer
September 2024 - April 2025 (8 months)
Toronto, Ontario, Canada

As a Senior Product Designer at Idea Theorem™, a leading design agency, I worked on end-to-end UX, research, and digital strategy for reputed clients across industries, ensuring seamless, user-centric experiences for web and mobile platforms.

DUCKS.CA (Ducks Unlimited Canada) – Nonprofit & Environmental Tech
◇ Led user research and UX strategy for Ducks Unlimited Canada (DUC), enhancing donor engagement and digital experiences for wetland conservation.

George Brown College – EdTech (Education Technology)
◇ Designed and optimized responsive web experiences, ensuring accessibility across desktop, tablet, and mobile.
◇ Improved student and faculty digital interactions, making program information, applications, and resources more intuitive and streamlined.

AstraZeneca Canada – Healthcare & PharmaTech
◇ Developed wireframes and information architecture, improving usability and compliance for medical and pharmaceutical content.
◇ Designed intuitive navigation and data presentation, enhancing accessibility for healthcare professionals and patients.

Local Logic
Product Designer
March 2023 - May 2024 (1 year 3 months)
Toronto, Ontario, Canada

At Local Logic, a leading platform for AI-driven real estate insights, I played a key role in enhancing data visualization, user experience, and design strategy for web and mobile applications.

Local Logic – PropTech & AI-Driven Insights
◇ Led UX/UI design for data-rich real estate insights, improving usability and accessibility for homebuyers, investors, and developers.
◇ Designed interactive dashboards and visualizations, enabling seamless exploration of neighborhood data, market trends, and property analytics.
◇ Improved product workflows and navigation, making complex geospatial data more intuitive and actionable for users.
◇ Collaborated with cross-functional teams, including data scientists, engineers, and product managers, to align design with business and user needs.
◇ Conducted user research and testing, refining product interfaces based on insights to enhance engagement and retention.

My work at Local Logic contributed to data-driven decision-making in real estate, making location intelligence more accessible and impactful.

Jobsier.co
Senior Product Designer
October 2022 - March 2023 (6 months)
Berlin, Germany

As a Senior Product Designer at CooperHire.io, I led the end-to-end design strategy for a SaaS-based hiring platform, ensuring an intuitive and efficient user experience for recruiters and job seekers.

CooperHire.io – HRTech & SaaS
◇ Designed a scalable hiring platform, optimizing job postings, candidate evaluations, and recruiter workflows.
◇ Developed user-friendly dashboards to streamline job applications, interviews, and hiring decisions.
◇ Led wireframing, prototyping, and usability testing, ensuring seamless navigation and accessibility.
◇ Collaborated with product managers, developers, and stakeholders to align design with business goals.

Cactus Communications
Senior Product Designer - Researcher.Life

April 2022 - August 2022 (5 months)
Mumbai, Maharashtra, India

As a Senior Product Designer at Researcher.Life, I focused on improving the user experience and interface design for a suite of AI-driven tools that support academics, researchers, and publishers throughout their research and publication journey.

Researcher.Life – EdTech & Research Solutions
◇ Led end-to-end UX and UI design for research-focused platforms, ensuring seamless workflows for manuscript submission, collaboration, and publication tracking.
◇ Designed intuitive dashboards and workflows, improving usability for researchers, journal editors, and academic institutions.
◇ Developed wireframes, prototypes, and design systems to create a cohesive and scalable user experience.
◇ Conducted user research and usability testing, gathering insights to enhance accessibility and engagement.
◇ Collaborated with product managers, developers, and domain experts to align design solutions with academic needs and business goals.

Key Tools & Platforms:
✓# Researcher.Life Ecosystem – AI-driven solutions for manuscript writing, journal selection, and research collaboration.
✓# R Pubsure – Automated manuscript assessment and quality-checking tool.
✓# Paperpal – AI-powered writing assistant for academic authors.
✓# Impact Science – Research visibility and promotion services.

My work at Researcher.Life contributed to streamlining academic workflows, enhancing researcher productivity, and improving accessibility to publication support tools.

Policybazaar.com
UX Designer
January 2020 - March 2022 (2 years 3 months)
Gurugram, Haryana, India

Worked at Policybazaar.com, one of India's largest insurance tech companies, leading end-to-end UX design revamps for key products, ensuring seamless, user-friendly experiences across web and mobile platforms.

Policybazaar.com – InsurTech & Digital Insurance

◇ Led UX design for major insurance verticals, including Travel Insurance, Motor Insurance, Employment Insurance, and Pet Insurance.
◇ Revamped end-to-end digital journeys, enhancing usability, conversion rates, and overall customer experience.
◇ Designed mobile-first experiences, optimizing interactions for smartphones and improving accessibility.
◇ Collaborated closely with product managers, developers, and stakeholders to align design solutions with business goals and user needs.

My work at Policybazaar.com contributed to streamlining digital insurance processes, improving customer acquisition and retention, and enhancing overall user engagement.

UNISHOP

UX Designer

October 2018 - December 2019 (1 year 3 months)
Delhi, India

Designed and led the end-to-end UX strategy for a mobile app product on iOS and Android, focusing on new retail products entering the Indian market (e.g., Zara, H&M, IKEA, Etsy).

Defined and executed the design strategy, enhancing user experiences and optimizing product-market fit.
Collaborated closely with stakeholders across India to gather insights, align business goals, and deliver impactful, user-centered design solutions.
Established UX research practices, including persona creation, journey mapping, storyboarding, and user testing, to inform design decisions.
Communicated design vision through high-to-low fidelity wireframes, prototypes, user flows, and interactive compositions.
Worked within agile methodologies, utilizing Design Sprints, Lean UX, and iterative testing to ensure seamless product development and delivery.

EY

UX & UI Designer

January 2017 - October 2018 (1 year 10 months)
EY Spotmentor Digital Learning Solutions

I was the Founding Product Designer at Spotmentor Technologies, where I led the end-to-end design of the platform, focusing on digital learning solutions, AI-driven skill assessments, and workforce upskilling experiences. My work

helped shape the product's UX strategy, dashboards, and interactive learning workflows, ensuring an intuitive and scalable experience.

Later, Spotmentor was acquired by EY India, integrating into EY’s digital learning solutions to drive enterprise workforce transformation.

Oracles: Landscape Design, Planning & Conservation
Architect
June 2015 - June 2016 (1 year 1 month)
Delhi, India

Bose Brothers Architects
Architecture intern
June 2013 - December 2013 (7 months)
Delhi, India

Education

OCAD University
Certificate, User Experience (UX) Design and Development Skills Certificate

School of Planning and Architecture, New Delhi
Product Design