Anurati Mehta

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Product designer with a fashion design background. More than three years of turning research into finished products taught me to start from the people who will use something, sketch and test early, and work closely with the teams who build it. I now design apps and websites, and have taken four concepts from research to final screens across iOS, Android and the web.

Product design projects

Myna, AI chat for the web — 2026

- Designed a web chat where **one conversation can move between AI models**, with retry-with-another-model, answer versions and a searchable history.
- Built **7 screens, a component set and light and dark themes** from one set of Figma variables, plus a **clickable prototype**.
- Named the product and designed its logo and app icon.

Flight Seat Selection, iOS concept — 2026

- Found a gap seat maps ignore: **what you will see out of the window**. Designed filters for sunset, mountains and sea on top of the familiar seat map.
- Added a simulated window preview with three moments of the flight, and **redesigned the screens in Liquid Glass** after a round of review.

Push Push, Android design study — 2026

- Learned **Material 3 Expressive** by designing a Formula 1 companion, giving each of its colours, shapes and motion a job.
- Set up team colour themes as **Figma variable modes**, so any screen switches palette in one step.

Leafmark, iOS habit tracker — 2026

- My first product design project: **13 screens** built around one-tap logging and a day laid out on a single timeline.

Experience

Head Designer, The Arvind Store, Bengaluru — Feb 2026 – Present

- Own design for the **brand's entire product range**, from research and sketches through sampling and fittings to final approval.
- Turn **trend research, customer preferences and sales data** into collections designed to sell.
- Work with production teams and vendors on fabric, colour, fit and construction, **keeping launches on schedule**.

Fashion Designer & Consultant, Siddhesh Chauhan, Ahmedabad — Feb 2025 – Feb 2026

- Designed **luxury menswear collections end to end**, from first sketch to final approval.
- Shaped product ranges with the **merchandising team** to fit pricing and market needs.
- Ran quality approvals with vendors to keep production smooth and on time.

Fashion Designer, Rajwada Wedding Store / The Royal Vivah, Ahmedabad — Jan 2024 – Jan 2025

- Turned concepts into **detailed sketches for artisans**, then refined fit and finish through rounds of sampling.
- Tracked **competitor collections and market trends** to shape new designs, and sourced materials with vendors.

Fashion Designer Intern, HV Studio, Ahmedabad — Mar – Aug 2023

- Helped develop concepts for two seasonal collections, from trend and colour research to sourcing samples.

Education

Amor Design Institute, Ahmedabad · Fashion Design — 2023

Lalit Narayan Mithila University, Darbhanga · B.A. (Hons.) — 2022

Skills

- **Product design:** Interface and interaction design, visual design, prototyping, design systems and variables, iOS and Liquid Glass, Material 3 Expressive, responsive web
- **Research and strategy:** Trend and competitor research, moodboards, product range planning, working with merchandising and production teams
- **Tools:** Figma, Framer, Adobe Illustrator, Paper, pen.dev, Claude, ChatGPT, Pinterest, Mobbin