ANIRUTH SIVAKUMAR

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👤 based in New York City

With **7+ years** of design overlapping **3+ years** of technical experience, Aniruth is a unique hybrid: a problem-solver, innovative designer, and business strategist.

EXPERIENCE

Product Designer at 8LAB AI `March 2025 - Current`

- Designed the POC application that secured the team's acceptance into Collab Fund's AI Residency Program a summer residency for design-led consumer AI products as well as a **$500K** first round investment.
- Applied UX and product design expertise to build and launch a consumer AI test-flight product during the program.
- Collaborated with industry leaders, founders, and venture capital mentors to refine product vision, user experience, and go-to-market approach. Gained hands-on experience in early-stage AI design, rapid prototyping, and design-driven innovation.

Digital Designer at AWGE `October 2018 - Current`

- Designed custom web experience for 2025 AWGE Collection 2 that debuted at Paris Fashion Week which spanned multiple channels including a live stream collaboration with Roc Nation and Cash App as well as a custom web store with the collection.
- Assisted in designing AWGE & Mercedes-Benz merchandise capsule, creating technical packages, creating digital mockups, and co-designing a digital game for the capsule hosted on A$AP Rocky's website.
- Motion designed NFT digital assets for sale on Nifty Gateway that generated **$150K** in revenue across 3 purchases.
- Provided promotional strategy and social media post designs for A$AP Rocky's collaborations with brands such as Pacsun, Beats by Dre, Mercer + Prince, Puma, and more.
- Routinely proposed and implemented UX and UI changes to AWGE's core website to improve user experience and drive Shopify sales.

Digital Design Freelancer `January 2019 - Current`

- Produced detailed user flows, wireframes, and high-fidelity prototypes; conducted stakeholder research and usability testing; and contributed to a launch that generated **$25K** in opening weekend revenue, with one project featured on SSENSE.
- Completed branding, logo, and merchandise design for multiple successful companies in the lifestyle space.
- Orchestrated and led over 30+ web projects by leveraging tools for a diverse group of clients ranging from record labels such as Interscope and Columbia, fashion brands such as Nike and Elie Tahari, and artists such as Gunna and A$AP Rocky to drive sales, improve customer experience, and develop client business.
- Successful delivery of projects resulted in **$2M** across clients.

Technology Consultant in AI at Ernst and Young `August 2022 - March 2025`

EY BRETA Solution
- Worked in Databricks to perform entity resolution and risk assessments on suppliers for client deliverables.
- Used Python, SQL, Dataframes, and Pandas to analyze data and build out functionality for the BRETA backend.
- This includes implementing fuzzy matching algorithms, security scorecard API, and other queries.
- Created the BRETA paginated reports end to end process. These paginated reports included risk scores, risk flags, and entity information. These reports were used to sell work to multiple accounts such as TJX, Citi, Bradesco, Uber, Sonoco, DOE, DOS, and Omnicom.
- Performed tier-n supplier analysis for Toyota to assess where certain OEM parts originate. This analysis, along with other POC items were presented to gain an account with EY valued at **~$195K** for additional analysis.
- Aided in ingesting ESG data to supplement current environmental data for the BRETA tool.
- Managed 5 different client accounts for the project for a total of 6 months, ensuring training of new off-shore resources, Power BI dashboard delivery, and communication to client teams about ongoing risk scoring efforts.

Electronic Arts Measurement Framework
- Conducted exploratory data analysis such as cost per contact analysis to provide recommendations to optimize contact center issue management.
- Utilized in-game telemetry data and transaction data in conjunction with contact center data to draw insights on what types of support increase incremental spend for customers.
- Participated in client workshops in which business operations and data methodology were discussed and proposed new solutions to improve business outcomes.

Synopsys Data Governance Hub
- Wireframed, created mock-ups, and a high fidelity prototype for the synopsis data governance hub.
- Reviewed copy materials and governance related content and populated the site.
- Managed and oversaw development and implementation of the platform as part of a 3-month-long engagement.

IDEA Ryder Like Kind Exchange Platform Upgrade
- Utilized SSMS to make user account related changes as well as other database related changes.
- Redesigned dashboard components and changed functionality with Typescript and Javascript.
- Used Azure Portal and Azure DevOps along with SSMS to set up CICD pipeline and perform database deployments.
- Outlined UAT guidelines and checklists for clients so that the web application is thoroughly tested per the requirements.
- Rigorously tested the application to ensure functionality and debugged application when necessary to resolve issues in the QA environment.

NVIDIA 10K 10Q Dashboard Design
- Worked in Figma to design a Tax Platform to incorporate Gen-AI functionality to assist users with creating the 10K 10Q file.

Synopsys Master Data Management
- Worked in the preliminary stages of a master data management solution.
- Surveyed and profiled the data using SQL and Python data libraries.
- Implemented a fuzzy matching algorithm to deduplicate the data as well as USPS Address matching API.
- Illustrated to the client the data profiling information to determine next steps which included data visuals on SAP data.

Graphic Designer and Creative Director at Mikey Likes It Ice Cream `January 2019 - Current`

- Participated as sole graphic designer for an ice cream business creating both digital and print assets including but not limited to product packaging, menu design, web design, and social media assets.
- Improved customer experience by following accessibility standards and best practice design principles in design leading to a measurable increase in customer reviews.
- Created visual assets for brand collaborations with established companies such as Geico, Aerie, Fenty Beauty, Microsoft, and more.

Software Engineering Intern at BlueCross BlueShield of South Carolina `January 2020 - August 2022`

- Developed automated scripts using XPATHS and Javascript to test web functionality and ensure platform reliability
- Analyzed UI behavior and provided design recommendations to enhance user experience.
- Collaborated with QA and design teams to bridge functionality and usability.

Student Researcher at University of South Carolina `October 2018 - August 2022`

- Animated Giovanni Battista Piranesi's archival artwork titled "Views of Rome using Adobe Photoshop and After Effects. Motion Graphics were displayed inside of the Thomas Cooper Library exhibit.
- The Project was funded by the National Endowment for the Humanities with a grant of **$340K**.

SKILLS

Applications:
Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Microsoft Excel, Microsoft Word, Microsoft Powerpoint, Firefly, Canva, and Keynote

Competencies:
Information Architecture, User flow diagrams, Wireframing, Prototyping, User Research, Usability Testing, Design System, Competitive Analysis, Market Research, Responsive Design, Accessibility Design, Motion Design, Agile Methodology, Design Thinking, Digital Strategy, Graphic Design, Motion Design, Designing for Accessibility, Shopify, Webflow, Framer, Prompt Engineering, AI Design, Claude, Sora, Flora, Generative AI Tools

Programming Languages:
HTML, Javascript, CSS, C++, Python, SQL, Java, JSON, CSS, C++, Linux/Unix

EDUCATION

University of South Carolina `2018 - 2022`
B.S. in Computer Science, Concentration: Human Centered Design

Google Professional Certification `2024`
Principles of UX Design