

Anurag Mukherjee

Full-Stack Designer

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SUMMARY

Full-Stack Designer focused on solving real-world problems through thoughtful UX, visual design, and strategic thinking. Brings together user experience, branding, interfaces, motion, and digital systems to create work that is clear, functional, and visually impactful. Focused not just on how things look, but how they work, feel, and make sense.

EXPERIENCE

Founder & Design Strategist

ANVOXIA

MAY 2026 – Present · Remote

- Founded and operate ANVOXIA, a design-driven creative ecosystem solving real-world problems through UX, product, visual, brand, and motion design.
- Lead end-to-end design initiatives across UX, UI, branding, motion, and digital experiences from concept to execution.
- Translate complex ideas into intuitive, user-centered experiences and visual systems focused on clarity, usability, and impact.
- Collaborate with clients and independent creatives to deliver effective solutions across products, brands, and digital experiences.

Freelance Video Editor and Graphic Designer

Market Badhao

JUN 2025 – MAY 2026 · Remote

- Edited video ads and YouTube content for GFE Business, part of GFE Group, improving viewer retention by 15%.
- Developed AI-assisted videos (ChatGPT, ElevenLabs, HeyGen), speeding production by 30%.
- Composed original video content from minimal or no briefs, maintaining 95% client approval on first draft deliveries.
- Managed end-to-end editing and delivery for clients including Ashacademy and MG CARGOS.

Graphic Designer and Video Editor

Threadstyle Private Limited

NOV 2024 – APR 2025 · Kolkata, India

- Produced visual content for October 22, a demi-fine jewellery brand under Threadstyle Private Limited.
- Created graphics, product photos, and promotional videos, increasing brand reach by 20%.
- Delivered brand-aligned visuals that boosted customer interaction by 25%.

Design Intern

Optmyzr

APR 2024 – AUG 2024 · Hyderabad, India

- Created marketing graphics and visuals that supported a 15% rise in user engagement.
- Collaborated with product and marketing teams to maintain brand and UX alignment, reducing inconsistencies by 20%.

Freelance Graphic Designer

Zivaka LLP

MAR 2020 – FEB 2024 · Remote

- Provided graphic and visual designs for B2B/B2C clients with strong quality and brand alignment.
- Executed projects under tight timelines, improving client satisfaction by 25%.

EDUCATION

B.Des. in Graphics

LPU

JUL 2021 – JUL 2025 · Phagwara

Specialized in UI/UX Design with skills in Graphic Design, User Research, and Motion Graphics, creating intuitive and visually cohesive digital experiences through academic and practical projects.

SKILLS

Design

- UI/UX Design • Visual Design • Graphic Design
- Wireframing • Prototyping • Interaction Design
- Information Architecture • Responsive Design
- Design Systems • Accessibility • Inclusive Design
- Branding • Motion Graphics • Video Editing

Research

- User Research • User Interviews
- Survey • Comparative Analysis
- Heuristic Evaluation • Usability Testing

Frontend

- HTML • CSS • Basic JavaScript
- Responsive Layouts

Collaboration

- Communication • Teamwork • Empathy
- Design Thinking • Facilitation

Tools

- Figma • FigJam • Framer • Webflow
- Adobe Photoshop • Adobe Illustrator
- Adobe InDesign • Adobe After Effects
- Adobe Premiere Pro • Miro • Slack • Asana
- ChatGPT • Gemini • Midjourney • Runway
- Adobe Firefly • Veo • ElevenLabs • HeyGen