Annie Vaithara

Mumbai, Maharashtra, 400080 • annie.vaithara@gmail.com • +91 7045333012 • https://annievportfolio.pages.dev

Education

Srishti Manipal Institute of Art, Design and Technology — Bangalore, KA
Bachelor of Design, Creative and Applied Computations. GPA 8.2 — May 2025
Relevant Coursework: Interaction Design, Digital Design

Hiranandani Foundation School — Mumbai, MH
ISC Humanities. Grade 94.4% — March, 2021

Experience

ImmersionX Technologies LLP — Mumbai, MH
Junior Designer — Feb 2026 – July 2026

- Oversaw end-to-end production of storyboards from initial concept through client approval and final delivery.
- Developed production-ready storyboards for EY, refining narratives based on stakeholder feedback.
- Formulated UX guidelines for ImmersionX's website redesign and digital brand presence.

Resolute AI — Bangalore Urban, KA
Marketing Designer — Nov 2025 – Jan 2026

- Developed responsive web pages aligned with brand guidelines and the existing component library, strengthening visual and functional consistency across marketing touchpoints.
- Conducted a user study using qualitative insights from public communities to identify key expectations and pain points.
- Created new high-impact marketing pages through redesigned layouts and refined UX flow, enhancing clarity, engagement, and conversion pathways.
- Improved site performance and long-term maintainability by streamlining page structures, updating components, and optimizing design-to-dev handoff processes.

Indian Institute of Technology, Hyderabad — Kandi, TS
SURE Internship — May 2024 – Jul 2024

- Selected as 1 of 2 interns from a 250+ applicant pool for a digital preservation research program.
- Formulated preservation strategies in collaboration with a four-member design team.
- Captured 10,000+ site images through photogrammetry to generate accurate 3D models.
- Documented Warangal Fort and Ramappa Temple for long-term conservation and archival use.

Skills & Interests

Technical: UX Design, Interaction Design, UI Design, Wireframing, Prototyping, Information Architecture, UX Research, Usability Testing, Heuristic Evaluation, System Mapping, 3D Modelling, Front-End Execution, Data Visualization
Tools: Figma, Framer, Adobe Illustrator, Adobe Photoshop, Blender, GSAP, HTML & CSS, JavaScript, D3.js
Language: Malayalam (Native), Marathi (Intermediate)
Interests: Interactive storytelling, Creative tech experiments, Worldbuilding, Puzzle Games