

Anannaya Sarkar

Lead Digital Visual Designer

Design Systems | Web & Mobile UI | AI-Powered Creative Workflows



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PORTFOLIO

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Summary

Visual design lead with **15** years across PwC, Accenture, Deloitte and Capgemini. Builds design systems and AI-powered studios for web and mobile; still designs hands-on in Figma and Adobe Creative Suite.

Turns complex business ideas into brand-aligned presentations, proposals and information design that win executive buy-in. Uses GenAI tools to widen creative exploration and speed delivery without losing craft.

75%

platform
adoption

40%

faster iteration
with GenAI

3+

products,
one design system

7

designers
mentored

Experience

- PwC | Senior Manager · Visual & Product Design Lead** 2023 – 2026
Creative direction and design system for an AI employee platform (web and mobile)
 - Drove **75%** platform adoption by setting the creative vision and visual roadmap for web and mobile.
 - Unified **3+** products with a WCAG 2.1 AA Figma design system of tokens, components and patterns.
 - Set web and mobile visual language (type, colour, icons, motion) using brand and trend research.
 - Ensured design integrity throughout development with specs, component behaviour docs and QA.
 - Sped iteration **40%** by rebuilding the studio workflow around GenAI ideation and rapid prototyping.
 - Lifted task completion **20%** by refining visual designs from post-launch user insights.
 - Raised craft across a **7-designer** studio through reviews, critique and live-project pairing.
 - Aligned HR, tech and business leaders on one roadmap through design concepts and presentations.
- Accenture | Associate Manager → Manager, UX Architecture** 2013 – 2021 | 2022 – 2023
Visual design for myWizard, an AI delivery platform, and enterprise programmes
 - Shaped myWizard for **50+** clients by designing its high-fidelity UI and information design.
 - Kept **10+** concurrent programmes consistent by setting shared style guides with program managers.
 - Won investment-board funding for AI, AR and VR concepts with trend-led After Effects demos.
 - Secured funding for **10+** initiatives by turning co-creation workshops into visual business cases.
 - Kept GenAI output on-brand by defining prompt, quality-control and governance standards.
- Deloitte | Solution Manager II** 2021 – 2022
Visual storytelling for new-business pursuits with enterprise clients
 - Helped beat incumbents by turning tech pitches into web, motion and interactive narratives.
 - Delivered on-brand proposals and pitch decks by directing design teams alongside marketing.
- Capgemini | Consultant** 2011 – 2013
 - Standardised enterprise app design by merging split interfaces into one component library.

Core Strengths

Visual Design:	Graphic Design UI Design Visual Language Typography Colour Iconography Motion Wireframing
Design Systems:	Design Tokens Component Libraries Style Guides Visual Specs Design QA Accessibility (WCAG 2.1 AA)
AI-Powered Design:	Concept Generation Visual Exploration Content Generation Rapid Prototyping Responsible AI
Leadership:	Creative Direction Trend Forecasting Mentoring Design Reviews Stakeholder Pitches

Tools

Adobe Creative Suite: Photoshop | Illustrator | InDesign | After Effects
Figma | Figma Make | PowerPoint | Adobe Firefly | ChatGPT | Claude

Education

Diploma in Graphic & Web Design	APTECH · 2006
Bachelor of Arts (English Hons.)	University of Calcutta · 2005

Certifications

Visual Design: The Ultimate Guide	Interaction Design Foundation (IxDF) · 2022
Gestalt Psychology and Web Design: The Ultimate Guide	Interaction Design Foundation (IxDF) · 2022
Generative AI for Business Leaders	LinkedIn · 2026
GenAI Fundamentals for UX Designers + Researchers	Udemy · 2025
Enterprise Design Thinking Practitioner	IBM · 2022
Build a Design System from Scratch	Udemy · 2025