

Anirudh Popli

Industrial & Multidisciplinary Designer

anirudhpopli.com | anirudhpopli@gmail.com | [linkedin.com/in/anirudh-popli](https://www.linkedin.com/in/anirudh-popli) | [instagram.com/anipopli_design](https://www.instagram.com/anipopli_design)

Research-led multidisciplinary designer whose work is driven by empathy and anchored in my belief that good design belongs to everyone. I approach each project by reconfiguring problems from the ground up - understanding the why before defining the how - and work fluidly across industrial design, UX, CMF, and service design. My portfolio spans award-winning product design, systems-level thinking, and spatial design, with experience across both consultancy and in-house environments. Other passions include the arts, travel, food, football, golf, scuba diving and dogs.

WORK EXPERIENCE

Panasonic Connect UX Designer

October 2023 - April 2024

- Designed wireframes, prototypes, and end-to-end digital workflows for manufacturing execution system (MES) software deployed across 1,000+ factories worldwide.
- Led UX research and design for a \$4B EV battery manufacturing plant in Kansas - the primary supplier for Tesla - translating complex manufacturing requirements, data contracts, and use-case scenarios into streamlined digital solutions.
- Collaborated cross-functionally with engineers and stakeholders to align UX decisions with MES implementation constraints and operational goals.

Pininfarina Industrial Design Intern

May - November 2022

- Contributed to 6 concurrent projects in a fast-paced, world-renowned consultancy environment spanning nautical, transportation, furniture, and consumer product design for Fortune 100 clients.
- Worked across all stages of the design process - from problem definition, strategy, market and user research through ideation, concept development, and high-fidelity visualisation for client presentations.
- Developed fluency in industry-standard design practices and client communication in a global consultancy setting.

Freelance Designer

2019 - 2023

- Conceptualised, wireframed, and delivered a complete mobile application UI for a client after conducting user research and auditing existing competitor applications.
- Designed full brand identity for a delivery startup - including logo, website, and stationery - based on target audience and market research; social media campaign generated 120+ new customers in its first week.

Carlberg Branding and Advertising Art Director Intern

July - August 2019

- Produced storyboards, illustrations, digital assets, billboards, and mock-ups for static and video advertising campaigns using Adobe Creative Suite and Premiere Pro.
- Created campaigns for clients including Typhoon Texas, Dräger, and UT Health.

Abha Narain Lambah Associates Design Research Intern

August 2018

- Conducted historical research and generated contextual reports to support the restoration of UNESCO World Heritage sites in Chandigarh
- Developed layout drawings in AutoCAD and co-presented a concept pitch for a national-level restoration project alongside a UNESCO award-winning conservation architect.



EDUCATION

Master of Arts - Design Products Royal College of Art, London	2025
Bachelors in Fine Arts - Industrial Design University of Illinois, Urbana-Champaign	2021
International Baccalaureate Diploma Programme The Doon School, India	2017

PROJECTS

Royal College of Art, London MA Design Products - Independent Research Project • Conceived and designed a hyperlocal community retail concept from the ground up - integrating user research, service design, stakeholder mapping, spatial planning, custom furniture, brand identity, and a UX mobile application into a single coherent system. • Developed a full service blueprint and customer journey map; created a scalable floorplan formula enabling deployment across varying location footprints; conducted carbon footprint calculations and savings estimations. • Mapped against TFL Healthy Streets model and WHO Age-Friendly City framework.	2025
University of Illinois, Urbana-Champaign IDA Silver Award Winner · Red Dot Design Concept Award Shortlist • Redesigned the manual wheelchair from the ground up - user research, market analysis, CMF design, ergonomics, and UX - to deliver a fully manual, affordable, dignity-forward product for everyday users.	2023
University of Illinois, Urbana-Champaign 2x IDA Silver Award Winner • Designed an ergonomic, smartphone-connected kettle with an intuitive PUI and precision temperature control targeting a broad audience across coffee, tea, and cooking use cases.	2023

SKILLS

Design - Industrial Design, UX Design, Service Design, CMF Design, Design Research, Design Strategy, Concept Development, Low & High Fidelity Prototyping, Wireframing, Stakeholder Mapping, User Research, Market Analysis, Product Benchmarking, Journey Mapping, Branding, Moodboarding, Service Blueprinting
Software - Rhino 3D, SolidWorks, Grasshopper, Keyshot, Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro), Sketchbook, AutoCAD, Microsoft Office
Language - English (fluent), Hindi (fluent), Punjabi (conversational), Spanish (conversational)

AWARDS

International Design Award (IDA) Silver Award - Oasis	2023
2x International Design Award (IDA) Silver Award - Boil	2023
Red Dot Design Concept Award - Shortlist - Oasis	2023

LEADERSHIP

Design Editorial Board - The Daily Illini
Editor-in-Chief - VIBGYOR Arts Magazine
Founder - The Doon School Spoken Word Society
Art Secretary - The Doon School

