

Joseph Anthraper

Lead Product Designer

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SUMMARY

Product designer with 7 years of experience turning complex, ambiguous workflows into clear products across enterprise software, GenAI and physical hardware. Trained in mechanical engineering and industrial design, I study how people actually make decisions, find where the underlying system breaks down and restructure the experience around it. Work ranges from Verizon's enterprise sales workflow and British Telecom's performance platform to ship-performance dashboards, 10+ yacht designs and shop-floor equipment.

EXPERIENCE

Lead Product Designer, Bounteous x Accolite

Aug 2024 – Present · Bengaluru

British Telecom: Control Tower

- Lead product design for Control Tower, an internal BT platform teams use to assess performance across domains, verticals and levels in different combinations.
- Work with product, engineering and business stakeholders on the platform's complex operational workflows.

Verizon: enterprise sales workflow

- Mapped end-to-end sales rep journeys and traced backtracking to its root cause: choices at certain steps limited the options available later, but reps could not see those limits until they reached them.
- Redesigned the workflow to show, at each decision point, which options would be open in the next steps, so reps chose correctly the first time instead of going back and forth.
- Reduced friction in the conversion process and improved sales-team efficiency, keeping the new flow consistent across multiple parallel workstreams with product, engineering and business partners.

Product Designer, Tredence Analytics

Dec 2021 – Jul 2024

- Led design for the Industrial and TMT (Technology, Media and Telecom) vertical, delivering 10+ projects in two years across telecom, healthcare and industrial clients.
- Designed and delivered a predictive maintenance platform for telecom service facilities that compares real-time temperature and vibration readings with historical data to predict downtime.
- Designed UX flows for GenAI-powered systems in sustainability and predictive maintenance, translating ambiguous business problems into UX frameworks and decision models.
- Ran sprint planning and backlogs as Scrum Master for a team of 12 designers.

Product Designer, Navgathi Marine Design & Construction

Sep 2020 – Oct 2021 · Kochi

- Studied naval officers' real-world workflows on ship-performance software to find usability and safety risks, and found that operating a vessel meant combining data from multiple sources into a decision, not just steering.
- Led the redesign of performance dashboards for shipping companies to reduce cognitive load and improve decision accuracy in operational conditions.
- Contributed to a route-optimisation system for solar boats that learns from inputs such as sun tracking and water currents.
- Designed 10+ yachts and boats in one year at a lower price point than international competitors, including a high-speed solar ferry for Mazagon Dock Shipbuilders; work featured in Plugboats and Manorama Online.
- Coordinated marketing and naval architecture teams as project manager for client meetings and delivery.

Product Designer, Dupo Print Packs

Jul 2019 – Aug 2020 · Kochi

- Observed shop-floor operations and found 8 workers a day moving material by hand to a common collection area, because machinery could not fit in the narrow gaps between machines.
- Designed and deployed a suspended blower conveyor that moved the material overhead, cutting task time by 6 hours a day and crew size from 8 to 3.

PROJECTS

Pashyantu, Mobile Eye Diagnostic Van, LV Prasad Eye Institute

Jan 2019 – Apr 2019 · Hyderabad

- M.Des graduation project. Designed a fail-safe system, device-transfer mechanisms and ergonomic carrying cases to reduce operational errors and protect sensitive ophthalmic equipment.
- Ran inclusive co-design workshops with visually impaired participants in collaboration with MIT (USA) and LVPEI. The van now serves remote villages; its launch was covered by The Indian Express.

Independent products

- Founder of MVPMe, a production workflow platform connecting D2C brands with verified manufacturers.
- Designed Kadal, a self-initiated marine safety web app for Kerala fishermen.

SKILLS

Product and UX design: end-to-end product design, interaction design, complex workflow design, enterprise UX, decision-support interfaces, information architecture, data visualisation and dashboards, prototyping

Research: user research, contextual inquiry, journey mapping, co-design workshops, inclusive design

Product and systems: product strategy, systems thinking, 0 to 1 product development, GenAI and AI product experiences, cross-functional collaboration, Agile and Scrum

Physical products: industrial design, human-machine interaction, ergonomics, mechanical engineering

Tools: Figma, Adobe Creative Suite, Autodesk Fusion 360

EDUCATION

- Master of Design (M.Des), Product Design, MIT Institute of Design, Pune
- Product Management Program, Indian School of Business (ISB), Hyderabad
- Bachelor of Engineering (B.E.), Mechanical Engineering, Anna University

AWARDS AND PRESS

- Pat on the Back Award, Tredence Analytics, Q4 2023
- Work featured in Plugboats (2021), Manorama Online (2021) and The Indian Express (2020)

LANGUAGES

English, Malayalam, Hindi, Tamil, French