

Ananth Pai

Principal Designer with 9+ years of work experience.
I blend design leadership with hands-on execution to enable design teams to do their best work.

WORK EXPERIENCE

JioHotstar

Principal Designer May '23 — Apr '25

Led design teams on products for iOS, Android, web, iPadOS, Android Tablet, and connected TV OSes.

- At JioCinema: Led the JioCinema Discovery team on Home Page Carousel, Spillover Menu, Chips, Top 10, Coming Soon. Boosted cross-functional alignment and improved team outcomes by introducing structured handoff documentation with Confluence and streamlined project management with Jira.
- At JioHotstar: Led the Consumption and Creators team on Vertical Player, MaxView, Capsules, and Creators Landing Page.

Fox Corporation

Product Design Lead May '21 — May '23

On the Fox CPE Design team, I designed products for Fox News and Fox Nation. With Blockchain Creative Labs, I worked on Web3 flows and products.

100ms

Product Design Consultant Feb — May '21

Worked on v1 of the consumer facing product, set up the design system, worked on landing pages and helped in hiring.

Jupiter

Sr. Product Designer Apr — Dec '20

Joined as the first designer. Worked on personal finance management apps and kicked off the design system.

Disney+ Hotstar

Product Designer 2 Jan '18 — Apr '20

Worked on Watch'NPlay, The Social Feed, core app experiences, and contributed to the Disney transition.

CONTACT

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EDUCATION

2015 — 2017

National Institute of Design
MDes (Information Design)

2010 — 2014

Manipal Institute of Technology
BE (Mechatronics Engg.)

Till 2010

Mithibai College (XI, XII)
Lilavatibai Podar High School

More experiences

Microsoft • Internship • July — Dec '17

With Studio 91, I designed an app concept to aid the discovery and planning of international travel.

InfoEdge • Internship • May — July '16

With the Naukri and Jeevansaathi teams, I designed an app concept that helps users plan their wedding.

GoZoomo • Designer/Developer • Feb — July '15

Worked as a designer and front-end web developer on features that facilitated buying and selling pre-owned cars.

Icicle Technologies • Designer/Developer • June '14 — Feb '15

Worked as a designer and front-end web developer on various client projects.

SKILL SETS

Skills

Product Design
Interaction Design
Wireframing
People Management
Design Project Management

Design Tools

Figma
Sketch
Abstract
Principle
Adobe Photoshop
Adobe Illustrator

KEY STRENGTHS

- Meticulous eye for detail, and a drive to perfect work
- Keen sense of ownership, responsibility, and getting stuff done
- Strong product thinking and first principles approach to problems
- Strong communication and presentation skills
- Self-motivated with a desire to learn outside the comfort zone