Anshu Vipparla

Product Leader · AI Products & Internal Platforms

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SUMMARY

A product leader with 10+ years taking technical B2B products from concept to launch across product management and product design roles. I ship LLM-powered and agentic features into everyday workflows, build internal tools and dashboards, and consolidate legacy tools into unified platforms, partnering with engineering, data and executive leaders across distributed teams.

SELECTED PROFESSIONAL EXPERIENCE

Staff UX Designer, Product & Design Lead

Purchaser, AI procurement platform (Jun 2025 - Present)

The team has no product managers, so I serve as both PM and designer: I own the roadmap and product decisions, write tickets, review user sessions, run testing and launches, and built the design system used by designers and developers across the platform.

- Shipped a Vendor Agent that uses AI to read vendor email threads and propose contact and record updates, keeping vendor details accurate without manual work. Each suggestion shows its source emails so buyers can confidently approve or reject it.
- Built AI quote leveling that compares vendor quotes within an RFQ and recommends a selection; buyers pick the recommendation 86% of the time. Choosing a quote flows straight into sending the PO, making the quote-to-PO cycle 76% faster, and AI analysis of PO line items powers data across all purchase orders.
- Built AI filtering that lets users pick a filter or describe the RFQs they need in natural language, which AI turns into a filter that works across the platform.
- Built a chat-based conversational interface that turns existing PDFs and spreadsheets into RFQs by asking users follow-up questions.
- Owned end-to-end development of the RFQ-to-PO workflow, using user session reviews to decide which comparisons to build next. For a mid-market EPC contractor, the platform delivered 5x sourcing throughput (40 to 8 minutes per RFQ) and suppliers replying to 90%+ of RFQs, up from about half.

UX Design Manager

Xometry, Thomas business unit (Nov 2021 - Jun 2025)

Led UX for Thomas, a $57M revenue business with 88%+ gross margins (2024). Set the long-term product and UX vision and roadmap priorities, and managed a designer based in South America.

- Retired 8 legacy tools into a single content platform over a 2+ year program, mapping workflows and shaping the technical architecture, then moved the entire content team onto it, cutting operating time by 67%.
- Rebuilt internal sales reporting and dashboards after a survey with UX research, adopted by the full sales team: configurable data tables, a shared report library and ROI visualizations cut report time from 1 hour to 4 minutes.
- Led end-to-end development of a self-serve advertising channel, working with data analysts on recommended budgets that maximize search activity for every dollar. It drove 25%+ new customer growth and $500K in annual revenue; follow-up releases closed 50 new sales in 2 months and raised average spend 15%.
- Facilitated cross-functional workshops to build a service blueprint of the launch, aligning executives and stakeholders on the changes needed and leading to a smoother launch.

Senior Product Manager

FactoryFour (Sept 2020 - Nov 2021)

Led product and design for an early-stage startup building an easy-to-use Manufacturing Execution System, and played a key role through the company's acquisition by Xometry in 2021.

Senior Usability Engineer, Product & Design

GenomOncology (Aug 2016 - Aug 2020)

Owned product and design for 5 precision-oncology products, including Molecular Tumor Board and Clinical Trials Explorer, leading feature development, roadmapping and product architecture.

EDUCATION

Duke University (2012 - 2016) · Bachelor of Science in Neuroscience and Global Health, Chemistry Minor

SKILLS

- **Product Management:** PRDs & Requirements, Critical User Journeys, Jobs-to-be-Done, Roadmapping, Data-driven Prioritization, Go-to-Market, Internal Tools, Legacy Tool Consolidation
- **AI:** In-house AI Agents, LLM-powered Features, Prompt Writing, Human-in-the-loop Design, AI-assisted Prototyping with Figma + AI and Claude Code
- **User Insights:** User Research, Surveys, Usability Testing, Session Replay Analysis, Data Visualization, Workshops
- **Leadership:** Head of UX, Thomas Business Unit; Distributed Teams; Leading Designers; President, Women@Work ERG; Board Member, Asian ERG
- **Tools:** Figma, Claude Code, Notion, Linear, Jira, Confluence, GitLab, Productboard, Salesforce