



AYAN CHOWDHURY

PRODUCT MANAGER, UI/UX DESIGNER

An **Entrepreneur** by nature, a **Product Manager** by profession & a **Designer** by heart. Ambitious and results-oriented, consumer focused individual with over **4+** years of experience, developing & designing various products with creative & strategic thinking ability with several organizational leaders to effectively align with & support different initiatives. Progress-driven planner adept at building & retaining high performing teams

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WORK EXPERIENCE



PRODUCT MANAGER, UI/UX DESIGNER

2019/20

1. Re-designed & launched **betterbutter.in** & **BetterButter Android App**
2. Leading in-house **OMS Product - HEXA**, an end to end e-Commerce Solution
3. Launched **Birkenstock India** Website, integrated **HEXA** for their backend Operation
4. Product Manager for brands like **NewU**, **BigMuscle** and many more.
5. Handling teams of designers and developers, prioritising jobs for every products
6. Arranging product testing groups and driving every product launch
7. Participating in the promotional plan development of every brand



PROJECT LEAD, UI/UX DESIGNER

2018/19

1. Conductig User flows, wireframes, mockups, prototyping & researching for a product
2. Designing wireframes, user stories, user journeys and personas to understand a product
3. Identifying design problems and devising elegant solutions for better User Experience
4. Strategic design & UX decisions related to core & new features which helped building products
5. Collaborating with other team members and stakeholders, leading projects from the front
6. **Specialty Group ERP:** Launched entire ERP solution which includes Finance, Inventory, HR, CRM.
7. **Exigent Group ERP:** An automated legal contract processing system
8. **KidsStopPress:** Web & Hybrid application based parenting media & ecommerce platform



ShareChat

CONTENT DEVELOPMENT MANAGER

2015

1. Managing a team consisting of content writers & graphic designers
2. Writing, editing and proofreading content
3. Formulating a cross-platform vernacular content strategy
4. Brainstorm with team to generate new vernacular language content
5. Track analytics to ascertain content engagement levels at platform

