



# Anil Siwach

UX - UI Designer / Manager

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## Summary

Passionate User Experience Designer with extensive experience leading interactive projects, including e-commerce websites, designing web - mobile applications, digital imaging, social networking, and hardware/software integration initiatives. Skilled in translating marketing objectives into user-centric design. Demonstrated strengths in project and team leadership, with the proven ability to attract and inspire top industry talent. A passion for the web with a knack for anticipating advancements in technology, identifying new trends and behaviors, and moving quickly to create new business opportunities that bridge the human-technology gap. An assertive manager with outstanding interpersonal communications, negotiation, and people management skills. Fast and exploratory learner interested in new and challenging domains.

Creative Leadership  
User Research  
Strategy & Planning

User Experience Design  
Visual Design & Branding  
Resource Management

Front-end Development  
Product Research  
Prototype Development

## Experience

### **CONSULTANT - USER EXPERIENCE DESIGN**

**2020 - Present**

BIGID, TEL AVIV

As one of the initial designers at BigID, my role is to set up a Design System and best practices while simultaneously working on new applications. I am working with different teams and stakeholders on 3 high profile apps for industry leader in their respective fields

I am very excited about the enterprise problems we are solving at a fast pace. One of the main duties is interacting with clients and understanding their requirements and devising solutions accordingly, testing prototypes with users, and iterating and evolving product through this process. In this role, I collaborate with Product heads to ideate initial product design direction from the data available and with developers for smooth handovers and get implementation as close to design as possible.

### **VICE PRESIDENT - USER EXPERIENCE & PRODUCT DESIGN**

**2015 - 2019**

YATRA, GURGAON

As the head of design at Yatra, my role is to set up processes, practices, and guidelines to make all products in the Yatra umbrella more usable and standardized. I am working cross-functionally with the leadership team including product management, content strategy, engineering, and marketing to ensure a holistic approach to all digital touchpoints.

Updated the homepage design and eliminated the noise in terms of too much marketing collateral, gave more emphasis to search engine which resulted in a 17% increase in the funnel from the homepage.

Updated the android app design to the material/native base and optimized the flows to reduce resistance. The effort resulted in a definite increase in customer delight which is shown by an increase in our app store rating from 3.8 to 4.5

Have been responsible for the rebranding exercise and the growth journey of yatra.com a travel website to “Yatra” as a brand being #2 in OTA business.

Build up a highly motivated and productive design team with multifaceted talent handling end to end executions.

Introduced the practices of research and data-driven design in the organization.

Being passionate about consumer psychology and behavior and how new technologies create new possibilities have taken up the initiative of “New Yatra” and have built up a highly research-driven design and have taken up the challenge of technology implementation for the same. The new experience is definitely a game-changer in terms of customer experience.

## Experience

### **ASSOCIATE VICE PRESIDENT - DESIGN**

**2015**

QUIKR, BANGALORE

Working as AVP my role is to lead the design to the next level, the challenge was that it should be a subtle upgrade in terms of experience for users who have been used to the older interface. I joined Quikr at an exciting time when it's planning to move into different verticals. I designed a staged upgrade process for all four verticals and their respective apps. I am deeply involved in the rebranding process and marketing strategy.

My role consists of reviewing designs from the team and providing guidance on the same, regular code reviews, and the introduction of processes and guidelines to efficiently achieve goals in a limited time frame. More importantly, I work as a bridge between business and product where I keep business informed and interested in the importance of good design and get business's interests delivered in terms of results through design.

Introduction of 3 step design evolution for Quikr, In the first step all verticals go responsive.

Designed unified look and feel for all the verticals with a design that caters to different requirements from different verticals.

With well-defined flow and relevant information, we have achieved a 33% growth in core CTA's with an introduction on the first vertical.

Introduced material design in Quikr's android app, other businesses as well as consumer-facing apps for different verticals will adhere to the same style.

### **SR. USER EXPERIENCE DESIGNER**

**2012 - 2015**

LINKEDIN INDIA, NEW DELHI

Working as Sr. User Experience Designer and role consists of responsibilities of designing top-notch experience through user-centric interfaces. Working primarily on different aspects of SlideShare including search, onboarding, social proof, profile, and mails.

Conducting User research to find out the feasibility of services to be introduced. Being a senior member of the team I am deeply involved in product decisions and ideation stages. A part of my responsibility is to review the designs and code of fellow designers and provide my suggestions on the same.

Designed new search experience for SlideShare.

Designed space theme for Professional journey.

Conducted user research and designed a four-stage onboarding strategy for SlideShare.

Initiated and Introduced Foundation framework on SlideShare website and mails. Designed unified look and feel for SlideShare mails and this effort resulted in a 20% increase in CTA.

Designed PRO2FREE campaign and was part of product decision making on the same.

Introduced social actions of like and follow Influencers on SlideShare.

Introduced user actions on empty profiles that brought down the bounce rate down by 25% and brought the number of empty profile down by 10%.

Did wireframing and user research on a single unified player concept for SlideShare.

## **DELIVERY MANAGER**

**2010 - 2012**

NVISH SOLUTIONS PVT. LTD. CHANDIGARH / SAN FRANCISCO

Worked as Delivery Manager and role consists of responsibilities of project planning, resource management and effectively directing the efforts to achieve a smooth and timely delivery of projects. This includes working simultaneously on different projects with different teams at the same time. Have performed in capacity of onsite project manager for Sony Playstation & Sony Corporation of America and Offshore Delivery manager on different projects for Sony and Hitachi. Have been responsible for delivering projects worth INR 50 Million accumulative in the 2011-2012 fiscal year.

Designed and drove the efforts to get the dashboard solution developed for Sony Corporation of America.

Drove, directed, and executed major changes in Playstation Web site with marked improvements in usability and design.

Executed and managed the design and development of pre-launching web campaign of Playstation Vita gaming device.

Directed and launched the mobile site for Hitachi America.

Drove and executed the prelaunch campaigns for games like Ratchet and Clank and God Of War.

Lead the development and design efforts in creating iOS apps for Hitachi and Bingoport.

Responsible for introducing several practices and agile development techniques in my department to help in better planning and efficient delivery of the products.

## **GRAPHIC DESIGNER / PROJECT MANAGER**

**2006 - 2010**

OPERA SOFTWARE ASA CHANDIGARH / OSLO

Started as a Graphic Designer on widgets for Opera widgets. Have designed more than 150 widgets for desktop, Mobile phones, Handhelds, and TV. Also contributed heavily to the UI designing of most of the widgets. During this tenure got rich experience of working with some world-class talent and big brands like T-mobile, SonyEricsson, Nintendo.

Evolved my team and managerial skills as being a team manager and a standup project manager on many occasions. Have managed the development and delivery of web applications.

Created Wikipedia, Weather, Twitter, and Facebook widgets for the T-mobile Web'n'Walk project.

Drove the efforts to create showcase widgets for Opera 10.5 eBook Reader and Unite Media Player

Created look and feel on Connected TV Demo for IBC, made Music and Youtube widgets for same.

Created mobile apps/widgets for Vodafone, Motorola and T-mobile.

Created a touchless demo for Sony.

Created Opera skins for Nintendo and Kyocera.

Created Look and feel of Opera Unite and Dragonfly.

Have been responsible for handling marketing activities for Opera in India.

## Education

Masters of Business Administration Human Resources Sikkim Manipal University	2005 - 2007
PG Diploma in Computer Application C++, Datastructures, Computer Graphics, DBMS Kurukshetra University, Kurukshetra	2000 - 2001
Advance Diploma in Multimedia Vector, Raster, 2D-3D Animation, Sound - Video Editing, HTML, Lingo, Java Arena Multimedia, Chandigarh.	1997 - 2000
Bachelor of Arts With Diploma in Advertising and Sales Promotion Panjab University, Chandigarh.	1997 - 2000

## Skills

User experience design	Flash based animation
User interface design	HTML Frameworks
Interaction design	Sound / Video editing
Responsive design	Presentations
Vector and Raster graphics	Design evolution techniques
HTML5 / CSS Publishing	Information architecture
LESS / SASS	Analytical requirement gathering

## Weblinks

Portfolio: <a href="http://www.anilsiwach.com">www.anilsiwach.com</a> References available on request	Social proof: <a href="https://www.facebook.com/profile.php?id=543759614">www.facebook.com/profile.php?id=543759614</a> <a href="https://www.twitter.com/anilsiwach">www.twitter.com/anilsiwach</a>
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