



Anil Siwach

UX - UI Designer / Manager

anilsiwach@gmail.com, +91-9888126886

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 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

VICE PRESEDENT - USER EXPERIENCE & PRODUCT DESIGN

2015 - PRESENT

YATRA, GURGAON

As the head of design at Yatra, my role is to set up processes, practices and guideline to make all products in Yatra umbrella more usable and standardized. I am working cross-functionally with 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 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 behaviour 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 same. The new experience is definitely a game changer in terms of customer experience.

Experience

ASSOCIATE VICE PRESEDENT - DESIGN

2015

QUIKR, BANGALORE

Working as AVP my role is to lead the design to the next level, challenge was that it should be subtle upgrade in terms of experience for users who have been used to the older interface. I joined Quikr at an exciting time when its 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 team and providing guidance on same, regular code reviews and introduction of processes and guidelines to efficiently achieve goals in limited time frame. More importantly I work as a bridge between business and product where I keep business informed and interested in importance of good design and get businesses interests delivered in terms of results through design.

Introduction of 3 step design evolution for Quikr, In 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 33% growth in core CTA's with introduction on first vertical.

Introduced material design in Quikr's android app, other business as well as consumer facing apps for different verticals will adhere to 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 feasibility of services to be introduced. Being a senior member of team I am deeply involved in product decisions and ideation stages. A part of my responsibility is to review designs and code of fellow designers and provide my suggestions on same.

Designed new search experience for SlideShare.

Designed space theme for Professional journey.

Conducted user research and designed 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 20% increase in CTA.

Designed PRO2FREE campaign and was part of product decision making on 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 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 of delivering projects worth INR 50 Million accumulative in 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 design and development of pre launching web campaign of Playstation Vita gaming device.

Directed and launched the mobi 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 in the UI designing of most of 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 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 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.

TEAM LEADER**2004 - 2006**

A1 TECHNOLOGIES PVT. LTD. CHANDIGARH

Worked as a Web Designer and key role was to design look and feel and user Interface of client websites and developing HTML/CSS for the same, One of the key role is to manage a team of fellow designers and interacting with the clients and converting client requirements and inputs in meaningful communicating designs. During this tenure worked on different projects including e-commerce solutions, information portals, B2b and B2C business solutions, lead the combined efforts of designers, content writers and front-end developers .

Coordinated a wide variety of design, marketing and user experience projects. Have lead the efforts of designing and developing the front end of more than 200 websites.

Education

Masters of Business Administration
Human Resouces
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
User interface design
Interaction design
Responsive design
Vector and Raster graphics
HTML5 / CSS Publishing
LESS / SASS

Flash based animation
HTML Frameworks
Sound / Video editing
Presentations
Design evolution techniques
Information architecture
Analytical requirement gathering

Weblinks

Portfolio:
www.anilsiwach.com
References available on request

Social proof:
www.facebook.com/profile.php?id=543759614
www.twitter.com/anilsiwach