

Ankit Tiwari
Designer

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- 2014 : Graduated in 3D Animation.
: Left film industry without interviewing anywhere.
- 2015 : Joined a core team that built low cost Home Automation solutions.
: Team of 1 designer & 8 devs.
: Designed & executed a 3D Home-Automation App.
: **App designs were used to raise the very first investments.**
: **App designs were later published in "Homes" magazine 2015 December edition.**
: We were miles ahead of competition (An IIT Bombay startup) but we ran out of money.
- : **Worked with Tim Poston & Ian Stewart on their first book.**
: Scratch built all graphical maps for their Sci-fi Novel- The Living Labyrinth.
: The book is available on Amazon.
: Have access to the manuscript version of this book. Very few have it.
: Sadly Tim passed away in 2017 due to Osteoporosis. The man had 30 patents to himself.
- 2016 : Designed a book on Indic Typefaces with the co-founder, Chief Typeface Architect.
: **The book was presented at the 40th UNICODE Conference, San Francisco.**
: We compared & wrote about Windows Vs Mac font rendering.
: We wrote about complexities & intentional negligence of indic scripts.
: Conceptualised product graphics so well that they were put on large office walls.
: Taught myself Front end- HTML/CSS/Git.
- : Picked Miniature Aircraft modelling as a hobby. Father served in IAF.
- 2017 : Prototyped product concepts accelerating sales pipeline for product pitching.
: Kept marketing & client teams ahead of Engineering limitations.
: The company was later acquired by Reliance Industries.
: Team of 2 remote designers & 40+ devs.
- : Designed a browser based online video editor with animated text overlays.
: **Learnt how lean teams work. 1 designer & 2 inhouse devs.**
- : Picked Snooker as hobby. The discipline of the game was very inviting.
- ☾ 2018 : Took a year long sabbatical
: Realised loneliness hits hard.
: Designed a Dashboard for Hasgeek. They organise some finest tech conferences in India.
: **The founder opened a new job role looking at that one piece of work.**
- 2019 : Joined SlangLabs.
: Team of 1 designer & 20 devs.
: Prototyped concept videos to help engineering execute with precision.
: Designed their very first website & took it through 5-10 iterations over the years.
: **Designed the very first Voice Search experience for an SDK overlaying on any App.**
- 2020 : Optimised design pipelines to expedite integration cycles across iterations.
: Designed & executed better emailers than most marketing agencies combined.
- : Picked Leather as hobby. Expensive Louis Vuitton at Airports made me feel poor one day.
- 2021 : Designed Voice experiences for Multiple domains- BFSI, E-commerce, Cosmetics.
: Designed an entire voice experience for NPCI Pre-LLM era but the engagement fell off.
- : Picked wood carving. Why should our houses be decorated with only commercial objects.
: Picked Knitting. Winters sun bathing alongside grandmothers is evergreen fun.
- 2022 : Worked with product team fixing user drop off funnels at critical points of lifecycle.
: Designed experiments to be run with clients to understand which versions outperform.
: **Plugged all learnings back into product to see 0-200k MAU in an entirely new domain.**
- : Picked Book binding. Ancient hardbounds lasted decades because they were not machine bound.
: Picked Pottery. Clay is very forgiving & gives a sense of volume.
- 2023 : **Designed myself a see-through typeface which goes well regardless of the background.**
: Yes, i have a typeface to my name.
: **Designed end-to-end LLM based Assistant experience for any app domain.**
: Worked closely with engineers to match final implementations by 90%+ with design specks.
: SDK business can be very constraining to design for good & bad reasons both.
: **Designed Nykaa's in-App Voice Search experience. This is available across India on Android.**
: Teaching myself graphics programming & calculus.
- 2024 : You tell me.

Ps- The data to ink ratio on this paper is intentional