

Ankur Srivastav

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Empathetic *design* leader and *product* head.

I proudly boast to be amongst the rare breed of people who are able to utilize both sides of their brains.

An IIM Calcutta & NIFT Gandhinagar alumni, I put on the table the apt blend of (left brain) market insights + data-led strategies and (right brain) user centric innovation + creativity in my work.

With over 14+ years of experience in strategic planning and creative direction, as a team leader, I have successfully led award winning campaigns for Samsung and other Fortune 500 brands like Microsoft, Reckitt & Benckiser, Coca-Cola etc.

I follow and implement the concept of "User to User" with insights derived from valuable information like consumer research and market analysis to the value that a product or service adds to the customers' lives.

Digital Consultant
Designer & Founder
Zango
October 2016 onwards

Regional Head (North & East) – Digital Solutions
Reliance Broadcast Network Limited
February 2015 – September 2016
Setup OTT platform for TV & Radio
Digital brand strategy & content marketing

Sr. Manager – Creative Strategy
Reprise Media – IPG Mediabrands
January 2013 – February 2015
Spearheaded new business pitches and setup digital creative and social departments
Market research and brand planning.

Associate Creative Director
DigitasLBI India
October 2010 – December 2012
Setup and led the digital creative department
Key brands handled – Samsung, Airtel

Project Manager
Webchutney
June 2009 – September 2010

Assistant Product Manager
AXIND SOFTWARE
May 2008 – May 2009



Executive Program
International Business
INDIAN INSTITUTE OF MANAGEMENT, CALCUTTA
2012-2013



Bachelor of Fashion Technology
Information Technology
NATIONAL INSTITUTE OF FASHION TECHNOLOGY
2004-2008

MY PLAYGROUNDS



Passionate writer - storyteller.

qwikbanners

OBJECTIVE

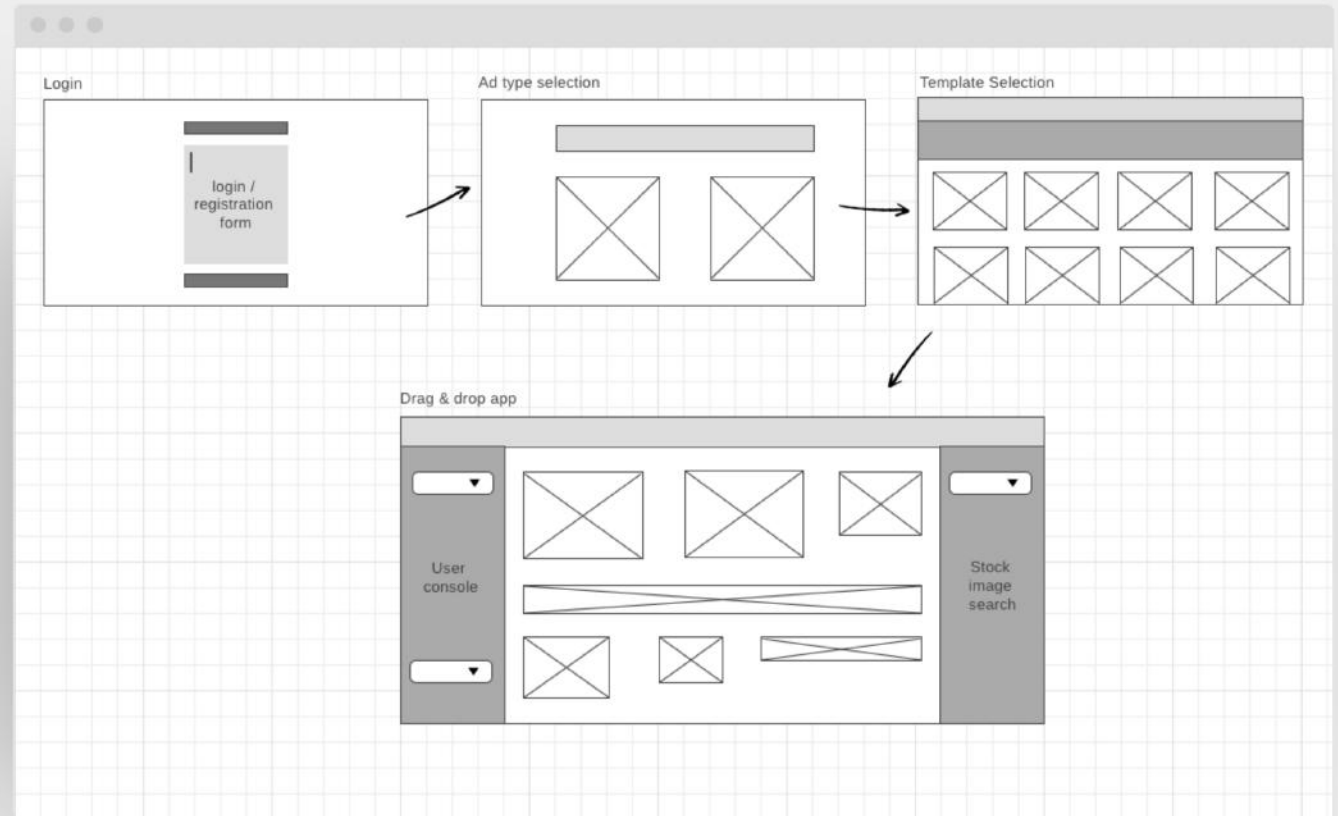
Create a drag and drop web application like Canva specific to various banner sizes.

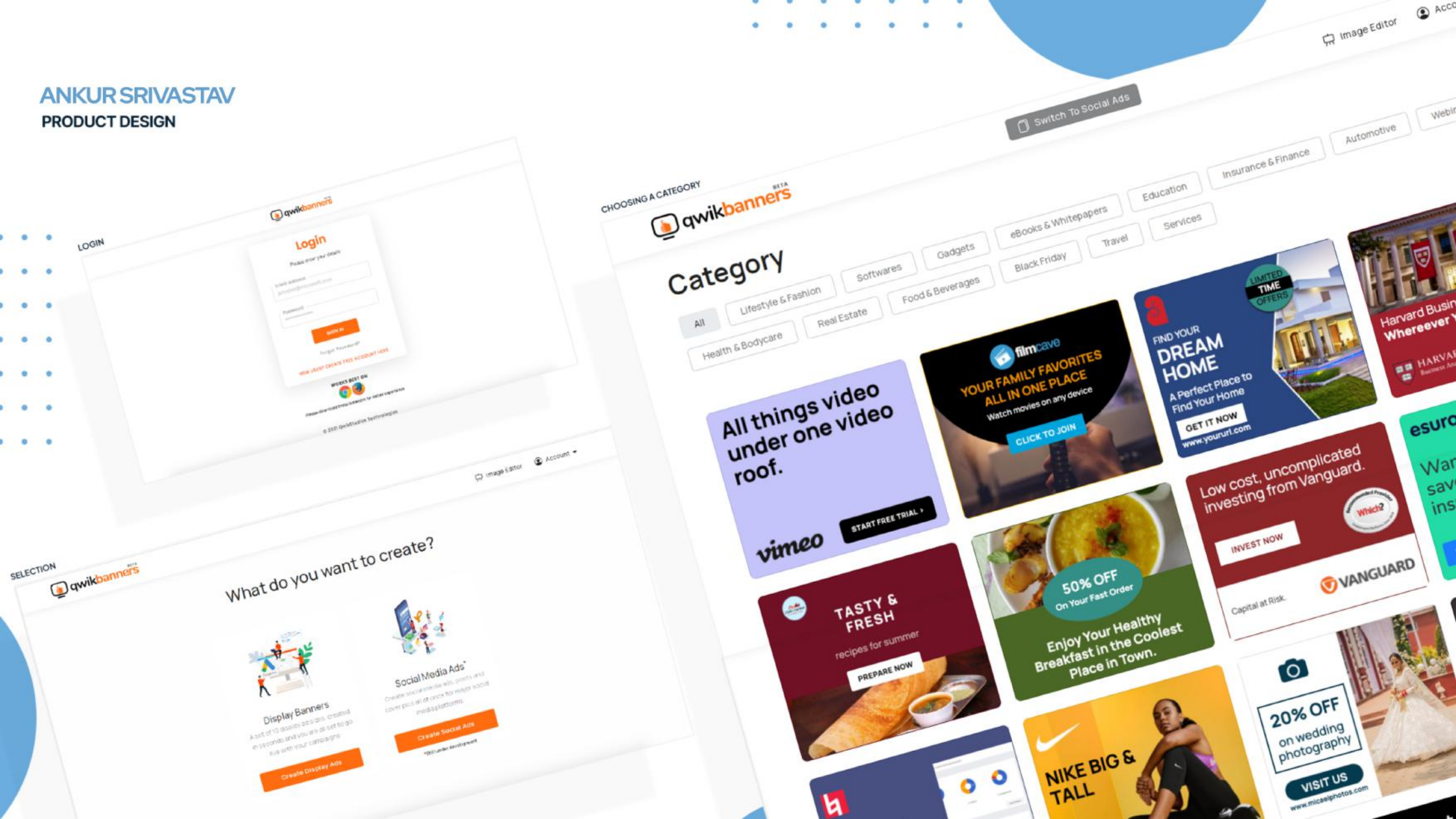
KEY USER FUNCTIONALITIES AND FLOW

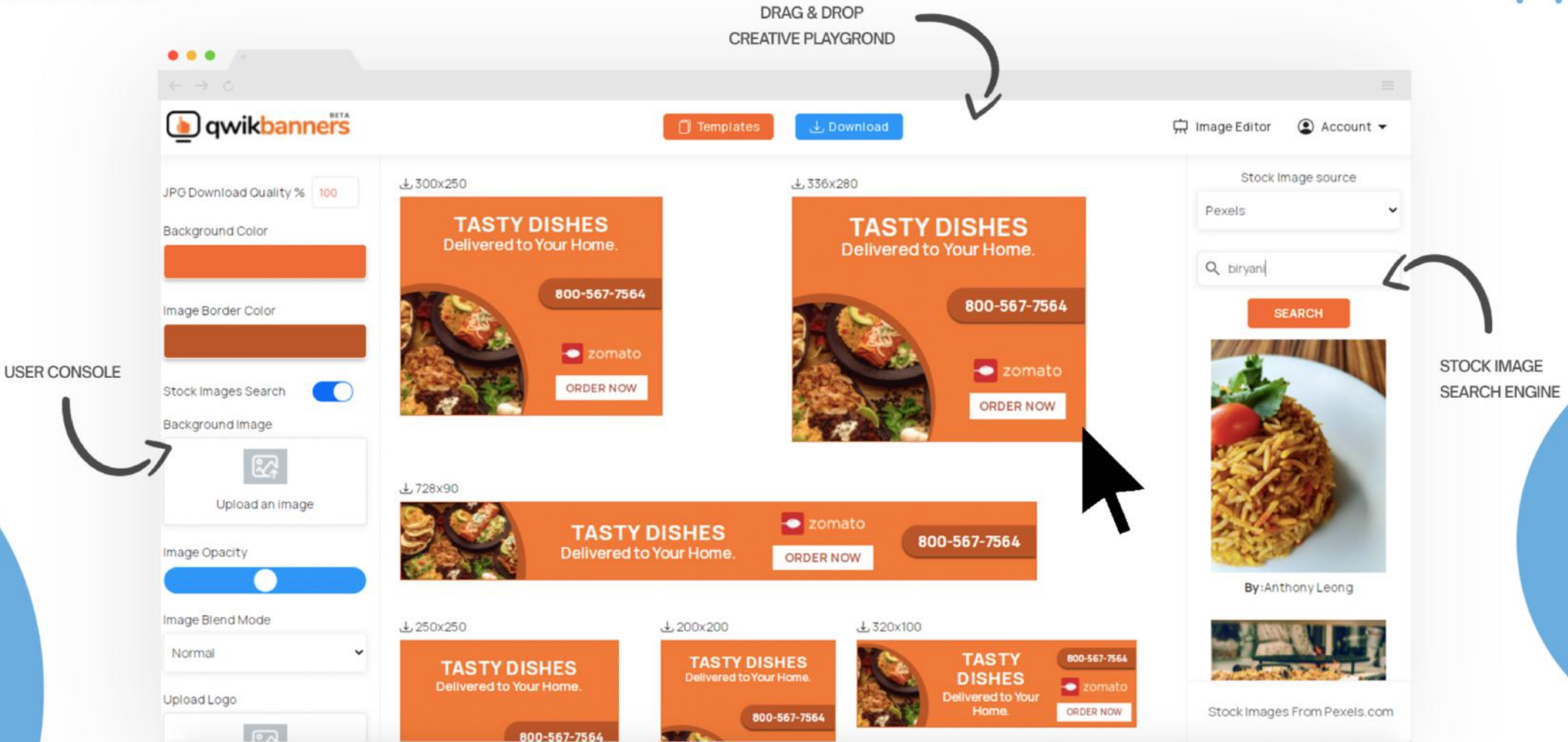
1. Create an account & login
2. Choose banner type
3. Select a template
4. Customize the design
 - a) Upload logo & images
 - b) Change colors
 - c) Change text & fonts
 - d) Search for stock images
5. Download the creatives

URL

<https://www.qwikbanners.com>







qwikmetrics

OBJECTIVE

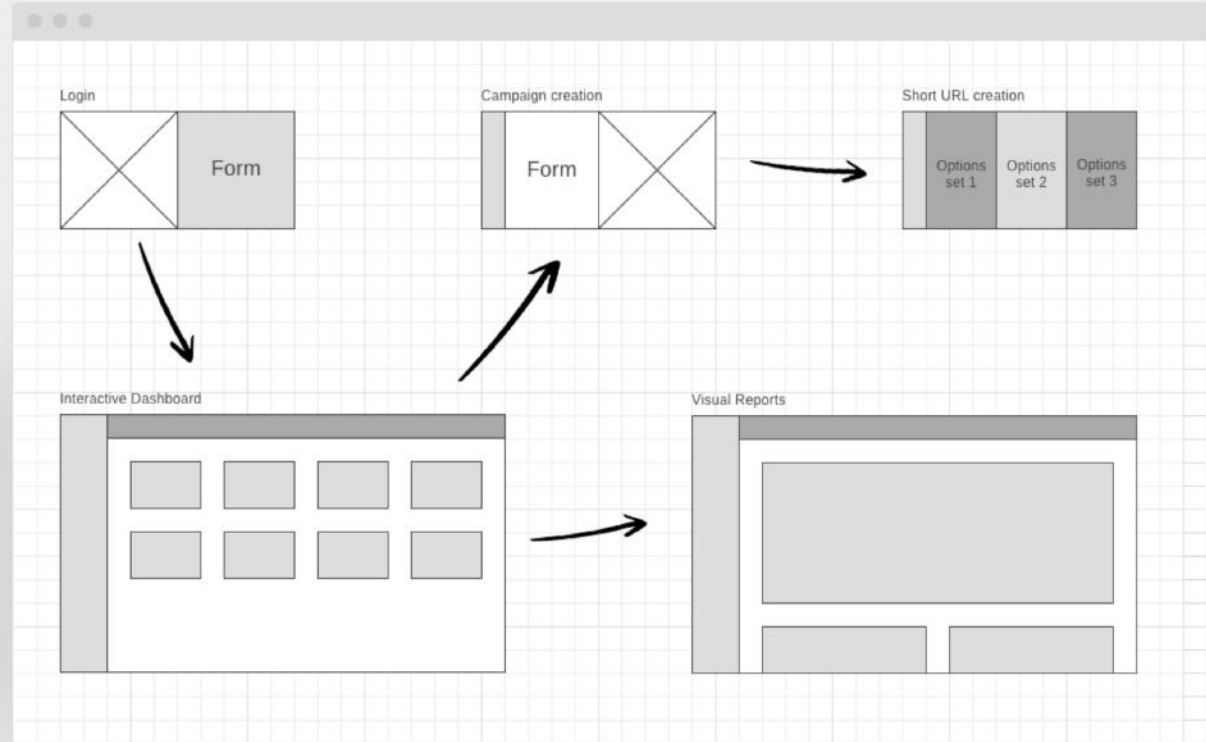
Build an click analytics tool that delivers information through powerful visual reports and interactive dashboard.

KEY USER FUNCTIONALITIES AND FLOW

1. Create an account & login
2. To be able to setup campaigns
3. Create short urls
4. Live data interactive dashboard
5. View drilled down reports

URL

<https://www.qwikmetrics.com>



LOGIN



Hello! It is so nice to see you again
Let's log you in

Email
password

LOGIN

Forgot Password? Click here to reset
New User? For early access trial account
sign up in a minute to info@qwikmetrics.com

CREATING NEW SHORT URLS



New Short URL

UTM Parameters

Campaign (required)

holi-discount-offer

Landing Page URL [A] (required)

www.example.com

Source (required)

Spaces not allowed, use - or _ instead

Use utm_source to identify a search engine, newsletter name, or other source. Example: google

Medium (required)

Spaces not allowed, use - or _ instead

Use utm_medium to identify a medium such as email or cost-per-click. Example: cpc

Term (Optional)

Spaces not allowed, use - or _ instead

Use utm_term to note the keywords for this ad. Example: running-shoes

Content (Optional)

Spaces not allowed, use - or _ instead

Use utm_content to differentiate ads or links that

Short URL

Select Domain

qmx.one

Click to Copy

qmx.one/F54CC78

Long URL Preview

www.example.com/?utm_campaign=holi-discount-offer

Remarketing Pixel (Optional)

Best practice - Use this to retarget your audiences
Click here to know more about pixels

Enable Pixels

☒ Facebook
☐ Google
☐ LinkedIn
☐ Twitter
☐ YouTube

Hooks (Optional)

Select Hook

No diversion

AB TESTING

Landing Page URL [B]

www.example.com

UTM Parameters will be automatically added

% Traffic Diversion to B

50

Remaining % traffic will be diverted to Landing page A

CONDITIONAL ROUTING

Select Condition

Device Type

=

All

Landing Page URL [B]

www.example.com

UTM Parameters will be automatically added

False condition traffic will be diverted to Landing page A

SAVE THIS URL

BUILDING CAMPAIGNS

Create New Campaign

Campaign Name (required)

Spaces not allowed, use - or _ instead

Enter Campaign Name

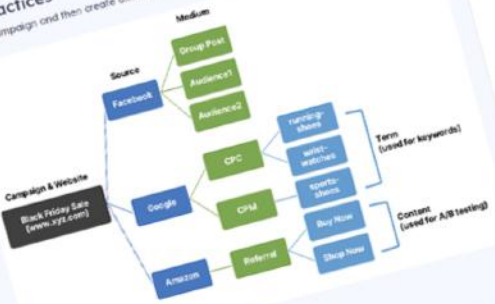
Campaign Details

Enter Campaign Details

CREATE

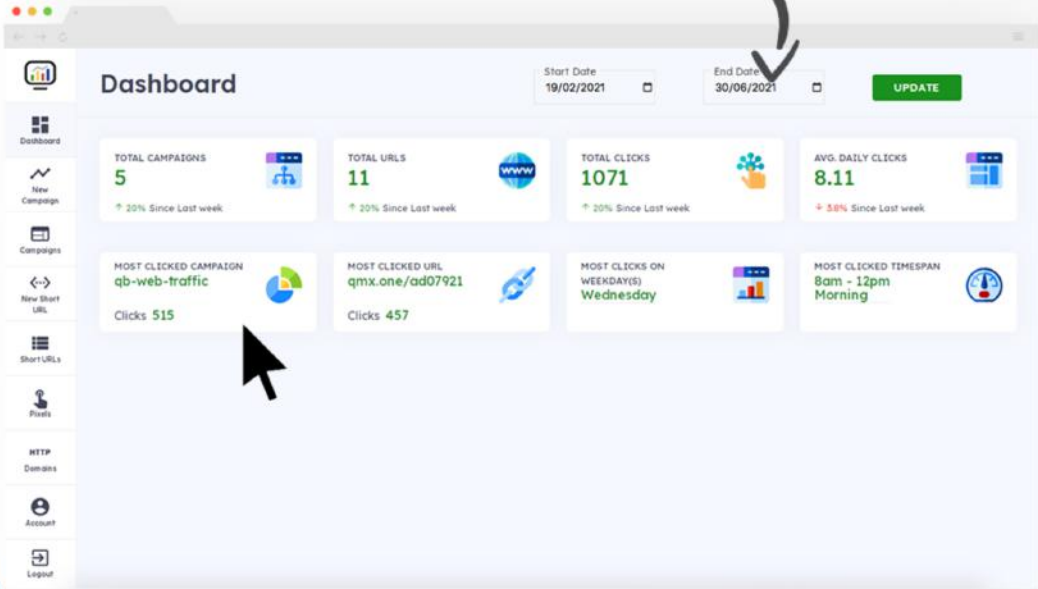
Best Practices

Create a campaign and then create different short urls according to different sources, mediums etc.



* Illustrative guide to structure your campaigns

LIVE INTERACTIVE
DASHBOARD



ONE CLICK DRILLED DOWN
VISUAL REPORTS

Campaign Analysis

Campaign qb-web-traffic Total Clicks 568

Start Date 24/02/2021

End Date 25/03/2021

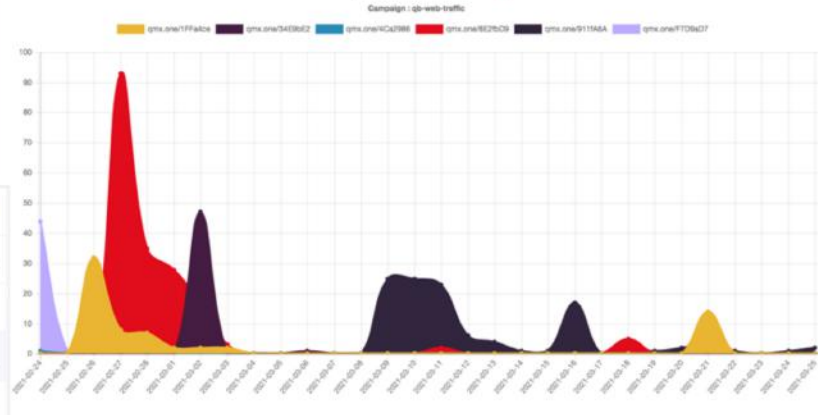
UPDATE

Excel Data

Download Image

Day-wise Clicks [568]

Powered by QWIKMETRICS



Download Image

Download Image

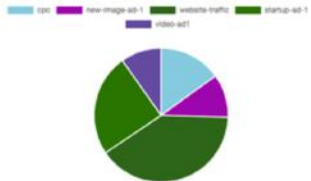
Source-wise Clicks

Powered by QWIKMETRICS



Medium-wise Clicks

Powered by QWIKMETRICS

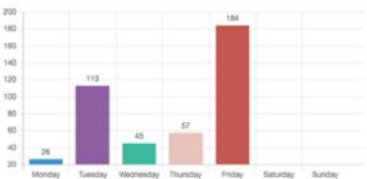


Download Image

Download Image

Weekday-wise Clicks

Powered by QWIKMETRICS

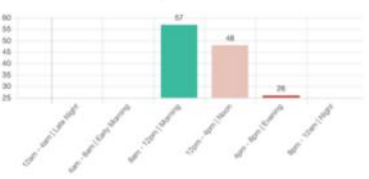


Download Image

Download Image

Timespan Clicks

Powered by QWIKMETRICS



Download Image

Download Image

ANKUR SRIVASTAV
WEBSITE DESIGN

horizon9

OBJECTIVE

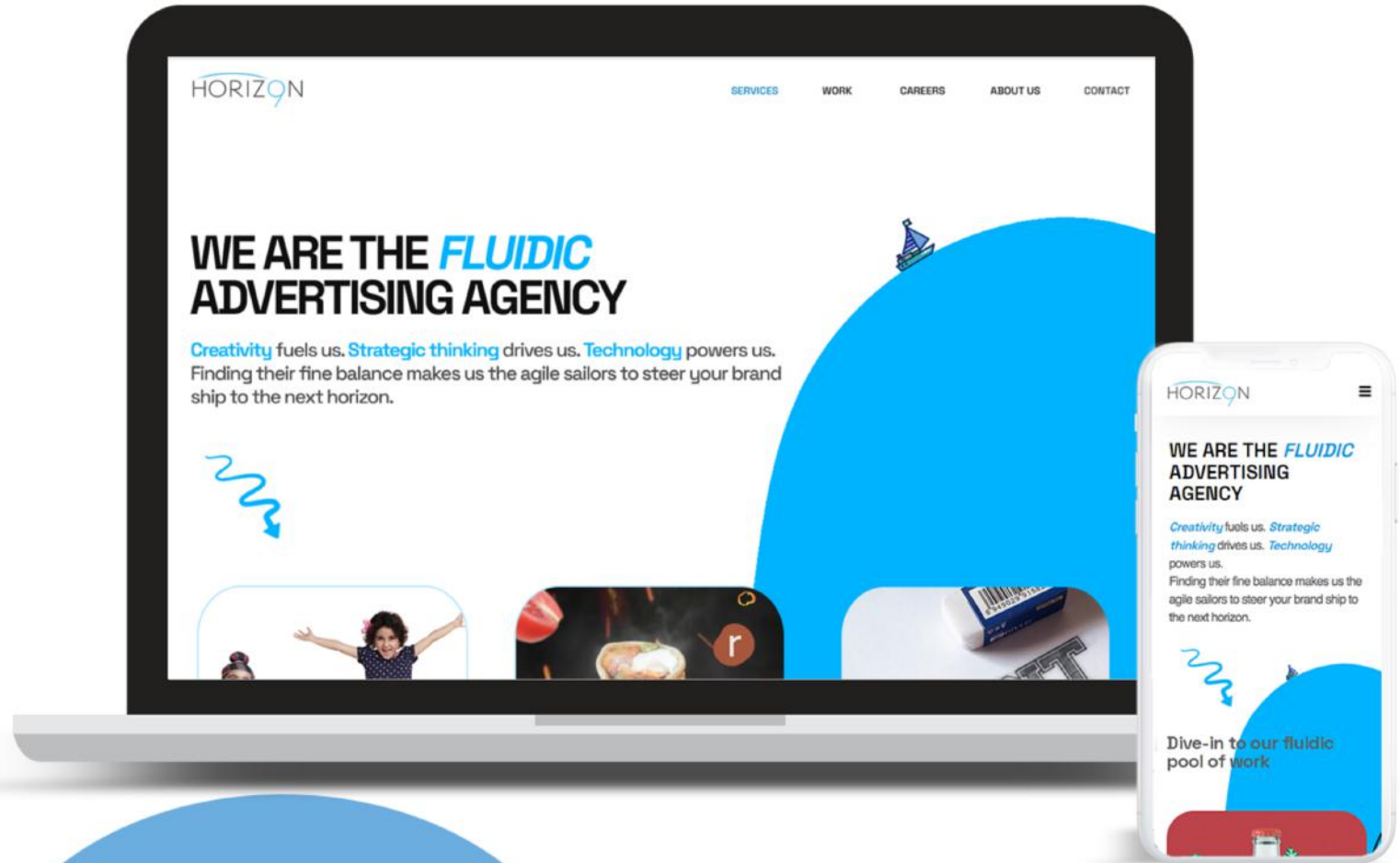
Design an agency portfolio website.

KEY USER FUNCTIONALITIES AND FLOW

1. To know about the agency ethos and services
2. View successful case studies
3. To be able to contact

URL

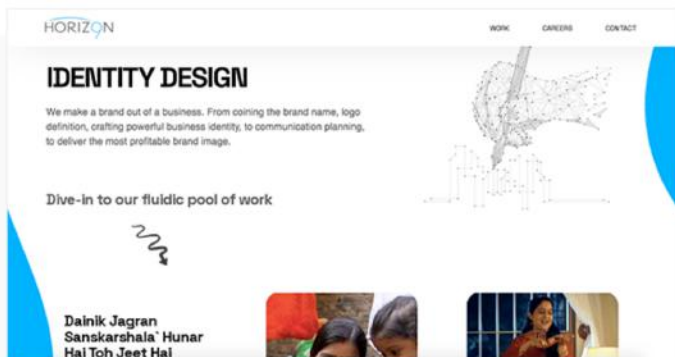
<https://horizon9.in>



ANKUR SRIVASTAV

WEBSITE DESIGN

SERVICES PAGE



BLOG POST



HOMEPAGE

HORIZON

SERVICES WORK CAREERS ABOUT US CONTACT

WE ARE THE **FLUIDIC** ADVERTISING AGENCY

Creativity fuels us. Strategic thinking drives us. Technology powers us. Finding their fine balance makes us the agile sailors to steer your brand ship to the next horizon.



Dive-in to our fluidic pool of work



How we built an ed-tech startup?

BRAND IDENTITY / UI & UX DESIGN / DIGITAL STRATEGY



Launching a cloud kitchen and creating top of mind recall

UI & UX DESIGN / PERFORMANCE



We re-branded a top engineering college

BRAND IDENTITY



foop

OBJECTIVE

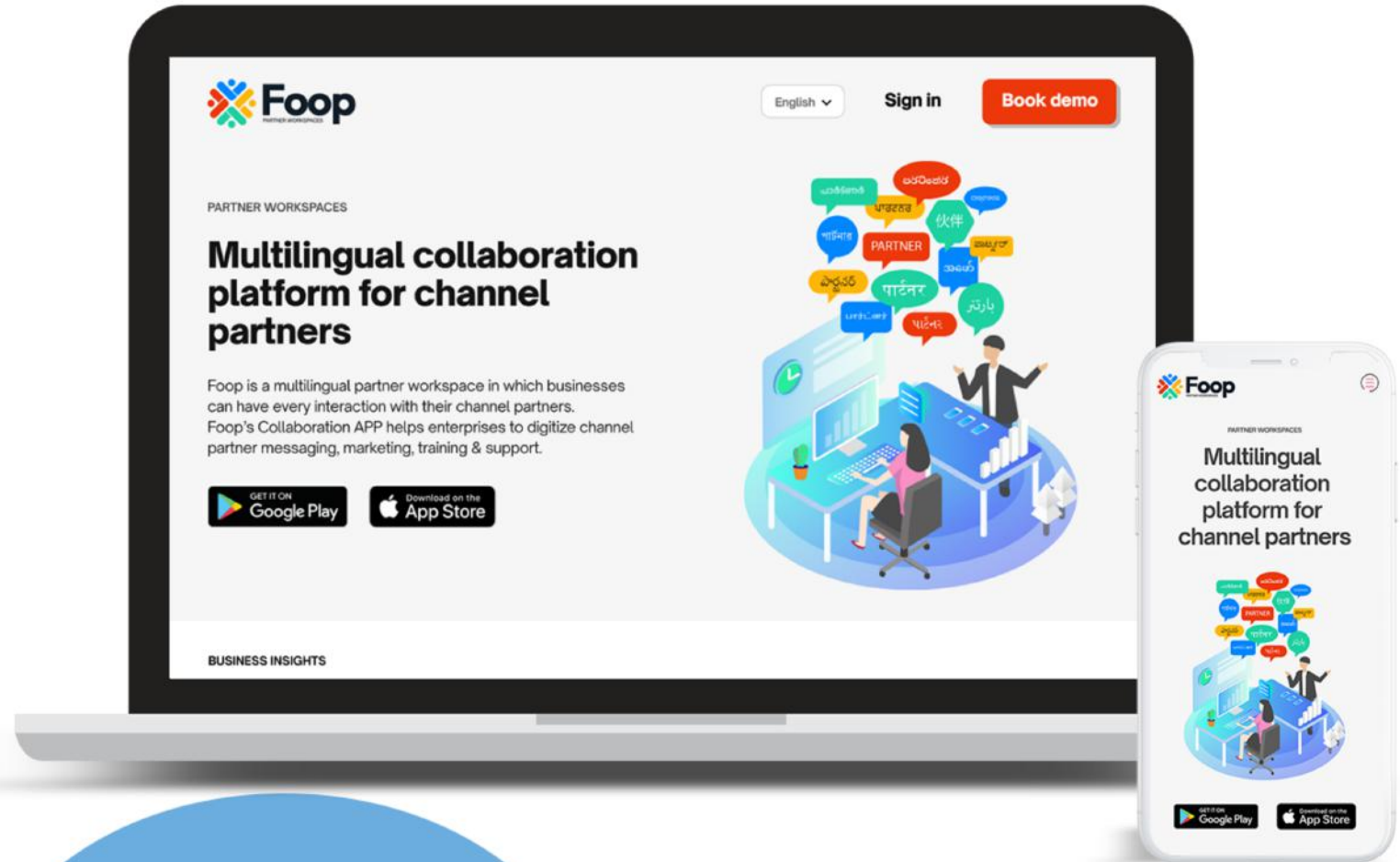
Design a B2B app informative website.

KEY USER FUNCTIONALITIES AND FLOW

1. Describe the need for collaboration platform
2. Demonstrating why current mediums are ineffective
3. Infographic to describe the platform

URL

Under development

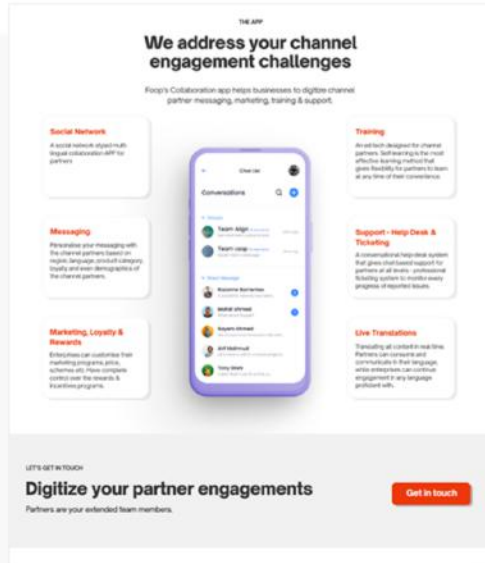


ANKUR SRIVASTAV WEBSITE DESIGN

INFOGRAPHIC



APP SCREENS



HOME PAGE



English ▾

Sign in

Book demo

PARTNER WORKSPACES

Multilingual collaboration platform for channel partners

Foop is a multilingual partner workspace in which businesses can have every interaction with their channel partners. Foop's Collaboration APP helps enterprises to digitize channel partner messaging, marketing, training & support.



BUSINESS INSIGHTS

95%

Nearly 95% of your partners communicate only in their native language.



Digital communication in partners' language increases partner engagement.



We translate all content, real-time. Partners read, listen & chat in their languages.



Message, market, train and support your partners in their language.

OUR ESTEEMED CLIENTS



Partner communication is unorganised

Current partner engagements are very old-fashioned, fragmented, done in silos, de-centralised and incapable of enabling two-way collaboration.

Communication is one sided - broadcasted

Communication with partners are broadcasted with very limited scope for partners to collaborate.

KEY CHALLENGES

Your channel partners