Shreyas Achar

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Technical and value-focused Product Design and Strategy professional with over 4 years of experience in design, development of web and mobile products. Prior experience of over 4 years in the Video over IP industry, building and managing a successful strategic business unit.

Product Design	Business Strategy	Product Management
User-Experience Design	Business Development	Technology Consulting

Work Experience

DOER STUDIO   Hyderabad, TG
Product Design & Strategy Consultant   Feb 2014 – Jun 2018
- Consulted on design and development of digital products for start-up and product teams operating in EdTech, FinTech, IT Services and Lifestyle industries.
- Built scalable Design Systems and helped develop corresponding front-end frameworks thereby cutting design expenditure by 50% for clients, on average.
- Improved user-experience and increased conversion rates by up to 300% through data-analysis and A/B testing.
- Led cross-functional and geographically dispersed teams to achieve product development goals with reduced turnaround timelines.
- Devised Business Development and Go-to-Market Strategies with founders resulting in over £100,000 fundraising.

SHELL NETWORKS & SOLUTIONS LTD.   Hyderabad, TG
Senior Consultant   Feb 2012 – Feb 2014
- Consulted on design and deployment of large-scale enterprise solutions including Business Video and other technologies for clients in Government, Manufacturing, Banking and Finance, and Education and Healthcare Industries worth INR 20 Cr.
- Increased TAM by over 100% year-on-year by adding new technologies and solutions to services portfolio, through partner and vendor collaborations.
- Set up practices and implemented systems for customer relationship management, and internal process optimisation.

SHELL NETWORKS & SOLUTIONS LTD.   Pune, MH
Business Development Manager   Nov 2009 – Feb 2012
- Built and managed the Video over IP (Business Video) division across all branches in India, from inception to revenue over INR 5 Cr, within 2 years, with clients Education, Telecom, Oil & Gas, IT Services, Banking and Finance, and Healthcare.

- Led a team of 12 skilled Sales, Project Management and Engineering professionals across multiple branches.
- Added 3 organisations on average year-on-year to partners list after due assessment and training.
- Led first fully certified team on Cisco DMS Technologies, in Asia.
- *Awarded for Contributions to Emerging Technologies by Cisco Systems.*

Education

INDIAN SCHOOL OF BUSINESS   Hyderabad, TG
Master of Business Administration – Marketing   2017 –2018

SASTRA UNIVERSITY   Thanjavur, TN
Bachelor of Technology – Computer Science & Engg.   2017 –2018

Skills

Technical
- Moqups, Axure, and Balsimiq for Flowcharts, Prototypes and Wireframes
- Sketch, Figma, and Adobe XD for Interface Design
- InVision, Marvel, and Framer for Interaction Design
- HTML, CSS, JS and frameworks like Bootstrap and MDL
- Experience building components and products using React, Node and Angular
- Experience with Kanban, Sprints, Design Thinking

Additional
- Fluent in English, Hindi, Kannada & Telugu
- Pro-bono consultant for multiple non-profit organizations