

Tanay Manohar Kapoor

User Experience Designer | 9 YOE

WORK EXPERIENCES

Team Lead & UX Designer, Booking.com

Nov 2017 - Present

Leading product teams in organic marketing, primarily focusing on creating new marketing landing experiences for all products. In charge of design strategy for cross-platform research and conversion optimisation.

Lead Product Designer, StalkBuyLove

Nov 2016 - Nov 2017 | Freelance contract

Defined design strategy and lead conversion optimisations efforts, while working with photography, copy and marketing messaging.

Lead UX Designer, Trantor Inc.

Nov 2016 - Nov 2017 | Freelance contract

Managed a team of 4 designers individually working with clients. Worked directly with VMware & Comcate as individual contributor.

Head of Product, Net2School

Jan 2016 - Nov 2016

Was part of a start-up, livestreaming events for schools platform. Took the idea from inception to market launch and multiple design iterations; working with customers, schools and freelance videographers.

Product Designer, Pocket High Street

Sept 2015 - Dec 2015 | 3 month contract

Lead efforts to validate user shopping behavior in metropolitan cities. Designed and launched MVP of local shopping fashion e-commerce, working with local high street small scale retailers.

UX Researcher, IStyleMyself

Mar 2015 - Jun 2015 | Freelance

Lead research project to investigate high user uninstall rates of app. Created design proposal to address user pain points.

Software Engineer, Adobe Systems

Mar 2012 - July 2014

Lead the development of internal testing processes at Adobe. Was a core contributor to Adobe LeanPrint.

EDUCATIONS

MSc Human-Computer Interaction

University College London
2014 - 2015 | London, UK

Bachelors of Engineering, Computer Science

Thapar University
2007 - 2011 | Patiala, India

SKILLS

Specialities

UX Design, User research, Experiment design, Data visualisation, Copy strategy, Design systems, Implementing Agile team processes

Tools

Invision, Figma, UserZoom, Usertesting.com, SurveyMonkey, Google Optimize, Optimizely

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