



Anil Siwach

Director UX Design, UI/UX Designer

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Summary

Design leader with expertise in mobile and web, focused on B2B and B2C solutions. Skilled in driving design strategies and enhancing user experiences while leading cross-functional teams. Capable of aligning client needs with business goals for successful outcomes. Demonstrated strengths in project and team leadership, with the proven ability to attract and inspire top industry talent. A passion for the web with a knack for anticipating advancements in technology, identifying new trends and behaviours, 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 .

Strategy & Planning

Resource Management

Processes & Practices

Research & Prototyping

Adaptability

Critical Thinking

Mentoring

Problem Solving

Experience

GAANA (Times)

Noida

Director - User Experience Design

2021-2022

As head of Design i was tasked to Lead, Mentor and Develop a team of talented multidisciplinary designers and achieve the next level of experience with this highly motivated team and set up processes for higher quality and productivity.

Introduced new young theme design which resulted in 2x Increase in engagement and 40% increase in new user retention since roll out of new theme.

Introduced newer dimensions to the product with Design lead features like Group listening, Music Community and Artist Dashboards.

Introduced Design System and Des Ops practice in the group and also inculcate the design thinking process at the core of organisation.

YATRA

Gurgaon

Vice President - UX & Product Design

2015-2019

As design leader my role is to set up processes, practices, and guidelines to make all products in the Yatra umbrella more usable and standardised. I worked with the leadership team to ensure a holistic approach to all digital touchpoints.

We updated the homepage design, resulting in a 17% increase in the homepage funnel. The android app design was also updated, leading to a significant increase in customer delight evident from app store rating (3.8 to 4.5).

With my team we rebranding yatra.com to "Yatra" as a brand. I introduced research and data-driven design practices and initiated the "New Yatra" project which was highly research-driven design that proves to be a game-changer in terms of customer experience.

QUIKR
Bangaluru

AVP - UX Design
2015

As AVP at Quikr, I lead design and played a key role in the company's expansion into different verticals. I introduced a three-step design evolution, achieving a 33% growth in core CTA's with the introduction of the first vertical. Additionally, I implemented material design in Quikr's Android app and other consumer-facing apps for different verticals.

LINKEDIN
Gurgaon

Sr - User Experience Designer
2012-2015

As a Sr. User Experience Designer at LinkedIn, I am responsible for designing user-centric interfaces, conducting user research, and contributing to product decisions. Some of my achievements include designing a new search experience, implementing a space theme for the professional journey, and initiating the Foundation framework on the website and mails, resulting in a 20% increase in CTA. I also designed the PRO2FREE campaign, introduced social actions, and reduced bounce rates by 25%.

NVISH (SONY)
Chandigarh, SF

Delivery Manager
2010-2012

I worked as a Delivery Manager, handling project planning, resource management and directing efforts for timely project delivery. Served as an onsite project manager for Sony Playstation and Sony Corporation of America I led various impactful initiatives such as developing a dashboard solution for Sony Corporation of America, improving the Playstation website for usability and design, executing pre-launch campaigns for gaming devices and marquee PS Games, and creating iOS apps for Hitachi and Bingoport. Additionally, I introduced agile development techniques to improve planning and product delivery efficiency.

OPERA
Chandigarh, Oslo

Graphics Designer / Project Manager
2006-2010

Started as a Graphic Designer on widgets for Opera widgets. Have designed more than 150 widgets for desktop, Mobile phones, Handhelds, and TV.. I have worked with T-mobile, SonyEricsson, and Nintendo, and managed web application development.

Created Wikipedia, Weather, Twiter, and Facebook widgets for the T-mobile Web'n'Walk project. Created designs for Opera 10.5 eBook Reader, and Unite Media Player, as well as mobile apps for Vodafone, Motorola, and T-mobile. I handled marketing activities for Opera in India.

Consultation

BIG ID
TEL AVIV

UX Design Consultant

As one of the initial designers at BigID, my role is to set up a Design System and best practices while simultaneously working on new applications. I am working with different teams and stakeholders on 3 high profile apps for industry leaders in their respective fields

I am very excited about the enterprise problems we are solving at a fast pace. One of the main duties is interacting with clients, understanding their requirements, devising solutions accordingly, testing prototypes with users, and iterating and evolving products through this process. In this role, I collaborate with Product heads to ideate initial product design direction from the data available and with developers for smooth handovers and get implementation as close to design as possible.

Education

SIKKIM MANIPAL
UNIVERSITY

Masters Of Business Administration
Human Resources
2005-2007

KURUKSHETRA
UNIVERSITY

PG Diploma In Computer Application
C++, Datastructures, Computer Graphics, DBMS
2001-2002

PUNJAB
UNIVERSITY

Bachelor Of Arts
With Diploma in Advertising and Sales Promotion
1997-2000

ARENA
MULTIMEDIA

Advance Diploma In Multimedia Design
Vector, Raster, 2D-3D Animation, Sound - Video Editing, HTML, Lingo, Java
1997-2000

Awards

Winner
LinkedIn India Design Hackathon
2013, 2015

Runner Up
Yatra Hackathon
2018

Mentor
Conquest, BITS Pilani
Empresario, IIT Kharagpur

Weblinks

Portfolio
<http://www.anilsiwach.com>
References available on request

Social Proof
www.Linkedin/in/anilsiwach
www.x.com/anilsiwach