ANKUSH SAXENA

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Summary

Designer, mentor and ex-PM. I've designed, optimised and managed products from inception to sunset.

Experience

LEAD INTERACTION DESIGNER - Golbibo and MakeMyTrip (Go-MMT)   Aug '19 - Now

About Go-MMT - India's largest Online Travel Agent group

- Designing for Activities, Holidays and User-Generated Content verticals (B2B+B2C)
- Enhanced room booking conversion rate by 10% by surfacing relevant video reviews
- Established collaborative DesignOps processes and mentoring junior designers

ASSOC. PRODUCT MANAGER and INTERACTION DESIGNER - Kapow (Directi)   Sep '16 - Oct '18

About Kapow - Netflix for mobile games; Kapow was a platform for mobile gamers and developers

- Designed end-to-end IA and UX for first-cut iOS + Android apps as well as Kapow's website
- Owned UX Writing - notifications, in-app copy, website, marketing, and support templates
- PM from inception till sunset (PRD; Wireframes; Research; ASO; Engagement; Branding)
- Improved user engagement by 35% on a key metric (games played within 24h of sign-up)
- Mentored and taught a course on UX writing to a class of copywriters

ASSOC. PRODUCT MANAGER and INTERACTION DESIGNER - Riva (Directi) & Zeta   Jul '14 - Aug '16

Worked on two OTT mobile telephony products (Ringo; Tring) on iOS + Android + Windows Phone
For Zeta - Worked on a pilot for a customer loyalty program for brick and mortar stores

- PM for Tring (inception till sunset); Early-stage PM & IxD for Ringo (PRD; UXD; User research)
- Created wireframes, UX design and UX copy for product (iOS + Android) and website
- Handled user research (interviews + surveys) before and after feature launches
- Zeta - User research, wireframes and PM for a pilot solution for brick-and-mortar stores

PRODUCT QUALITY EXPERT - Talk.to (Directi)   Feb'12 - Jun'14

About Talk.to - A multi-platform (Web+Desktop+Mobile) synced messaging app across media (IM, SMS)

- Handled user research, competitive research and product quality on mobile (Android/iOS/Windows)
- Built and mentored a team to handle product quality across platforms

Skills

Product design (Android/ iOS/ Web) | Wireframing | Prototyping | Product Strategy | User Research

Education

Bachelor of Technology (Information Technology)   Uttar Pradesh Technical University, 2011

Volunteer efforts

• Mentor at Designed.org

• Volunteered at a riot relief camp in New Delhi

Outside work

• Founder of Mumbai's largest book club, Broke Bibliophiles - Bombay Chapter

• Two-time Quora Top Writer (2017 and 2015)

• Fan of DIY projects - I recently made my own hand sanitiser

• I write about design here

• Fitness, mental health and personal growth champion