



## ANAND YADAV

anandky@gmail.com

+91.735.544.1327

+91.974.014.7262

### SKILLS

Design	Research
Sketch	Competitors study
Illustrator	Rapid prototyping
Photoshop	Design thinking
Indesign	Affinity mapping
After effects	User journey
Paper prototyping	Story boarding
Office suite	Scenario mapping

Management

Product management  
Team management  
Product strategy  
Design strategy

### ACCOLADES AND HONOR

#### FOUNDING TEAM MEMBER – USABILITYMATTERS.ORG

Contributed as founding team member of usabilitymatters.org. Organized multiple competitions for design community for two consecutive years.

#### WON HACHATHON FOR DRISHTI–SOFT

Worked with the team of developers to design a tool that helps sales rep to have meaningful conversion with leads with the help of social media.

#### WON GOLD MEDAL IN PHOTOGRAPHY

IIT Guwahati, Cultural Festival, Alcheringa

### EDUCATION

JUN 1999 **INDIAN INSTITUTE OF TECHNOLOGY I** GUWAHATI, INDIA  
MAY 2003 BDes. Communication Design

### JOURNEY SO FAR

Today **ORACLE INDIA PVT LTD I** Sr PRINCIPAL UX DESIGNER  
JUN 2018 Oracle Marketing Cloud I Bangalore

- > Envisioning the next generation of marketing products that leverages machine learning and AI to create intuitive experience for marketers.
- > Managing a design team and building design studio in Bangalore.

DEC 2015 **DRISHTI–SOFT I** AVP – PRODUCT MANAGEMENT  
FEB 2017 SAAS for inside sales reps I contact center hub I 450 employees I Gurgaon

- > Worked with the stakeholders to create product roadmap and followed agile methodology to deliver the same.
- > Built and mentored the design team to overcome agile related challenges and worked on design centric process.
- > Launched the redesigned product in three months that increased sales demo to conversion ratio of sales by 300%.

AUG 2011 **MARKETXPANDER (LeadSquared) I** DIRECTOR OF PRODUCT DESIGN  
AUG 2014 SAAS for marketing automation I 100 employees I 1000 customers I 9.2 rating on G2 crowd I high performer by Gartner

- > As a founding team member, I conducted market and user research to position the product among its competitors.
- > Worked on the vision to create an integrated digital marketing system for marketers to achieve their goal.
- > Built team, created prototypes and tested with users to create MVP and participated in sales to acquire first to 200+ customers.

SEP 2010 **SYMPHONY SERVICES I** MANAGER – UI DESIGN  
DEC 2010 IT services and design consulting I 5000 employees I Bangalore

- > Managed ten member team of UX Designer, Graphic Designer and UI Developer to help them manage and deliver customer goals.
- > Worked with sales, product managers and business units to evangelize user experience design services.

JAN 2007 **GLOBALLOGIC I** Sr USABILITY ANALYST  
SEP 2009 IT services and design consulting I 5000 employees I Delhi

- > Started as Sr UX Designer; early promotion to Lead designer, led team of two designers.
- > Worked with few prestigious customers across the globe one on them is MediaOcean, where I helped them in user research and created first version of Media Planning and Management application.

AUG 2003 **OPENTEXT (Previously Cordys R&D) I** USABILITY ENGINEER  
DEC 2006 Business Process Management Suite I 500 employees I Hyderabad

- > Joined as Associate Usability Engineer and worked to setup usability testing process for Cordys R&D.
- > Worked with center of excellence team which was responsible to ensure adherence to product guidelines and evolution of same.