

ANKUSH SAXENA

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

Experience

SENIOR PRODUCT DESIGNER / Tide

Aug '20 - Now

About Tide - Financial services for small and medium businesses

- Leading design for Tide's credit offerings
- Setting up processes for improving design maturity and collaboration

LEAD INTERACTION DESIGNER / Golbibo and MakeMyTrip (Go-MMT)

Aug '19 - Aug '20

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

- Led cross-vertical designs for B2B + B2C interfaces for 2 prominent brands
- Enhanced room-booking conversion rate by 10% via surfacing video reviews
- Established collaborative DesignOps processes and mentored junior designers

APM and INTERACTION DESIGNER / Kapow (Directi)

Sep '16 - Oct '18

About Kapow - A platform for mobile gamers and developers

- Founding team member; Designed complete IA and UX for MVP and Kapow's website
- Owned UX writing - notifications, app copy, website, marketing and support templates
- Improved engagement by 35% on a key metric (games played within 24h of signup)
- Mentored and taught a course on UX writing to a batch of copywriters

APM and INTERACTION DESIGNER / Riva (Directi) & Zeta

Jul '14 - Aug '16

About Riva - OTT telephony (Ringo; Tring) on iOS/Android/Windows Phone

- PM for Tring (inception till sunset); PM & IxD for Ringo (PRD/UXD/User research)
- Created wireframes, UX design and UX copy for product and website

PRODUCT QUALITY EXPERT / Talk.to (Directi)

Feb'12 - Jun'14

About Talk.to - Multi-platform (Desktop/web/mobile) synced messaging across IM+SMS

- Built a beta-tester community; Owned user research, competitive research, product quality

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

- Design mentor at [Springboard](#) and [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](#)
- Fan of DIY projects - I recently made my own hand sanitiser
- I write about design [here](#)
- Fitness, mental health and personal growth enthusiast