

ANAND C K SHASHIDHAR

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OBJECTIVE

Focus on working as an End User Advocate; harness a strong track record of Building Volumes and growing Profitability in an efficient, dynamic & a professional organization; utilize Technical, Interpersonal & Professional talents to Maximize Efficiency and company growth.

HIGHLIGHTS

- Focused Mobile & Web UX Architect, including selling concepts, identifying and growing teams, and delivering products to a wide base of clientele.
- Early IoT (Internet of Things) Provider, with a proven track record in deploying IoT Solutions in Australia and India.
- Proficient in **Project Management** activities including Project Scoping, Estimation, Planning, Risk Management, Technical / functional specification, Resource Administration and Quality Management.
- 17 years' experience in **Planning, UX, Interaction Design** and **Customer Relationship**.
- In-depth experience in planning, co-ordination & execution of **Web, WAP & Mobile OS** Applications.
- Expertise in Team **Set-up, Process** planning across company verticals and **Team Management**.
- Demonstrated history of accomplishment in **Diverse** fields with **Global** exposure.
- Deft in **Requirement Gathering, Analysis, Planning** and **Execution**.
- Effective **Communicator, Out-of-Box** thinker with high Analytical, Technical & Interpersonal skills.
- Adept in **Collaboration & Brainstorming**; strong sense of **Aesthetics & Detail**.

Experience: 16+ Years

Academia:

Pursuing MBA (ICFAI)
DBA (ICFAI, 2009)
JAVA / Internet Applications
(Brainware, 1997)
Diploma in Fashion
(Royal School, 1994)
PG Diploma – Comp. Sc.
(SPAN Corp, 1993)
B.Sc (B'lore Univ., 1992)

Business Area:

UX Engineering /Project
Delivery/ Business
Management/ Unit Head

Target Position:

VP / Director / Chief Architect /
Practice Head

Address:

20, GF-1, Singapore Garden
Gubbalala Gate, K'pura Rd
Bangalore – 62, India

D.O.B:

30th April 1973

Sex:

Male

Nationality:

Indian

Languages:

English, Hindi, Kannada

Status:

Married

Passport:

Possess Indian Passport with a valid
B1 US Visa

Areas of Exposure

Leading and Managing Teams

- Team Building, planning production schedules and defining roadmap/ timelines for all stages in the Product Design and Specification process.
- Interacting with clients and stake holders to ascertain needs; to develop customizations, workflows, concepts and specifications; and break/assign them to intra-team level.
- Managing the Development of the User Interface and Interaction Process – Creating process documentation and step-wise analytical flow of the User Interface Specifications - including test cases, draft flows and supportive documentation; analyzing the target market, interactions with end-users for expected behaviors; analysis of competitive market trends.
- Leading cross-team onsite requirement gathering; finalizing functional specifications; monitor sign-off from various teams involved.

Planning, Design & Development

- Focus on working as an End User UX Advocate to cater to unspecified needs.
- Interacting with clients and intra-teams to ascertain needs & develop customizations, new workflow, concepts and specifications.
- Analyzing requirements & architecting solutions based on Feasibility Analysis, Personas, Wire frames and Usability research.
- Creating Usability enhancements - Better Human-Application Interaction in terms of UED, application flows, feature enhancements and a better handshake between different features.
- Constant exposure to User Needs, Concepts, and new Technologies.

Customer Relationship Management

- Understanding and coordinating client's requirements for new development, enhancements and customization of existing products – including coordinating and managing cross functional teams.
- Driving the pre-sales process including participating in proposal writing, and participating in client visits.
- Developing and sustaining effective relations with clients and driving repeat business and referrals.
- Creating new standards for the auditable process improvement of the Complete Product Development and driving its implementation.

ORGANIZATIONAL EXPERIENCE

May 15 - Date:

VP, Products & Solutions

PurpleFrame Technologies,
Bangalore
(www.purpleframetech.com)

Jun 13 – May 2015:

Head, Products & Technology

Langoor Digital, Bangalore
(<http://www.langoor.com>)
AlterNet, Australia
(<http://www.alternet.io>)

Achievements @ TELiBrahma

- HEading Mobile, IoT & AR Practice in an established eLearning company
- Setting up core teams for long term projects for GE
- Working with various departments to build a consolidated plan and process
- Started sister concern & IoT StartUp - Quippe Solutions Inc.
- Core areas include - Ideation, User Experience, Process Planning, Client Liaisoning

While @ Langoor & AlterNet

- Headed one of the first ever IoT Solution, for the Senior Citizens in Australia.
- IoT for Energy Conservation and Interactive Office/Home solutions.
- Interacted and delivered products and solutions (Mobile and Web), to clients like Wipro, Accenture, Planet Fashion, Future Group, etc.
- Contributed greatly in increasing overall revenue by 40%, by re-planning team skills, work processes and building strategy for better work execution.
- Consultation for customers from Australian, Middle East, UK and US Markets, on Turnkey solutions and projects in Mobile, Enterprise and IOT.
- Technology, PM and Process Control for both Langoor and Alternet.
- Mentor for India best IoT BootCamp – Power Start

Oct 11 – Jun 13:
**Director, UX Engineering
Head, Services**
TELiBrahma
Bangalore

Achievements @ TELiBrahma

- Heading Services for turnkey projects and custom features.
- Architecture, Design and Sales Strategy for Augmented Reality experiences.
- Partnered in Core Management and Roadmap definition.
- Advocated Best Practice in other domains like Company Process Planning, Human Resource Management.
- Strategy development for migration from Level 2 to Level 3 Company. Introduced several new Processes to handle multiple segmented teams.
- Handled more than 150 client cases with custom offerings.
- Planned & Delivered SOWs, Timelines, Task Lists, Review Sheets and Wire frames for Web, WAP & Products, including iOS & Android Mobile offerings.
- App design and development on iPhone & Android platforms, including product marketing strategy, Social Response, Feedback and Analysis.
- Submitted 14 patents in Technology, Advertisement and Services.

Sept 09 – Sept 11:
UX Architect
Target Corporation
Bangalore

Achievements @ Target

- Part of the Marketing Pyramid, heading Emerging Media solutions in the Mobile, Kiosk, ISM and related Experiences.
- Identifying & implementing strategies for building team effectiveness by promoting a spirit of cooperation & collaboration between team members.
- Delivered excellence in UID for the iPhone & Android platforms.
- Excelled in concept creation for several retail domains like Surface Computing, Store mapping, POS, multi-platform marketing and others.
- Directed and monitored the entire Process planning cycle for inter and intra team deliverables, including set-up, planning and reviewing implementation.
- Budgeting, Biz justification, Planning and Proposal for Usability Lab set-up.
- Gave training on 6 thinking hats, Ideation & other lateral thinking strategies.
- Received training in several domains of Retail, Commerce, Statistics etc.
- Initiated company-wide UXD training; Winner of Target-wide Ideation challenges; Yellow belt Six Sigma certification.

Jul 08 – Aug 09:
Corporate Consultant
Purpleframe Tech
Bangalore

Achievements @ Purpleframe

- Member of the Advisory board.
- Managing Business Development and consulting on all UXD offerings.
- Driving Consulting with companies in developing customized product solutions for enhancing User Experience.

Jul 05 – Jul 08:
Sr. Staff Manager
Kyocera Wireless India
Bangalore

Achievements @ Kyocera

- Managed Multi Culture and Multi Location teams through strong process definitions and execution; creating and sustaining a dynamic environment; fostering development opportunities and motivate high team performance.
- Lead and monitored performance of Senior and Junior Human Factor Engineers' team, in delivering qualitative UI Specifications for Kyocera phones, based on Carrier Compliance matrices and Product Specifications.
- Utilizing market data, usability studies, heuristic analysis & other interaction design techniques to create meaningful user experiences.
- Created detailed Use Cases, UI design Task Lists and UI specifications; storyboarding, visual walkthroughs, hi and low fidelity prototypes.
- Worked with Business, IT and in-country stakeholders for resource requirements in Project Deployment; deliver agile work products, logical flows for data architecture and interaction design.
- Driving HR hiring activities for US and India teams.
- Defined objectives for teams and provided performance feedback. Identified high potential contributors to groom them for higher future assignments.
- All India Market Survey to study phone enhancements and local perception.
- In-house Market Survey and study of phone concepts for Kyocera Japan.

Aug 03 – Jul 05:
Senior Creative Analyst
In4Velocity Systems
Bangalore

- Designed an innovative tracking mechanism to improve Change Requests & overall Team Potential to address development queries.
- Drove Idea Box, a company-wide initiative deriving a 100 plus innovations.
- Contributed 13 patent disclosures for mobile usage and features.
- Part of the Exemplary Leadership Course for Senior Managers.
- Played a pivotal role in achieving CMMi level certification.

Achievements @ In4Velocity

- Developed complete interaction and design for Peer-to-peer solutions with module wise company management solutions & Client Deltas.
- Developing Product Information Architecture, Navigation Flows, UI Designs, Templates, Style Guides and Standardization Charter.
- Overview and Development of Style Guides for Application flows
- Monitor adherence of code development with Design Aspects.
- Also served as designer, developer & Web Master for www.in4velocity.com & other client Web Application pages.

May 03 – Aug 03:
Senior Design Engineer
ZenSutra Software
Technologies,
Bangalore

Achievements @ ZenSutra

- Leading UI & Design deliverables, including front end coding for Corazio – an Enterprise Information Management (EIM) solution.
- Overview and Development of Style Guides for Application flows.
- Practicing Information Design, Heuristic Evaluations and Field Studies of Products for constant improvisation of Product UI.

Jun 02 – May 03:
UI/Design Lead
mPortal Inc.,
Bangalore

Achievements @ mPortal

- Lead development of MMS and SMS web-portals for Reliance Infocomm and other clients, including streamlining & creating of information architecture, story boards, analysis & design of working models, cross-browser functionality, ideation, front end DHTML coding, etc.
- Design, develop & maintenance of company portal, www.mportal.com.
- Studying related specifications & delivering sample Applications for a range of devices like Mobile phones, Pocket PC, PDAs, Blackberry, etc, adhering to Browser limitations, resolutions, handset memory and technology.
- Study & analysis of Application requirements over different constraints.
- Mobile Applications User Interfaces and Work Flow design for clients like Salesforce, Disney, Motorola, Reliance Infocomm, QUALCOMM, ESPN etc.
- Online sales module for two company products – mForce & mSales.
- Created complete flow designs for 16 product solutions for Reliance Infocomm, based on MSDN services.

Jun 00 – Jun 02:
UI/Design Lead
Visionplanner Inc.,
Bangalore

Achievements @ Visionplanner

- Develop Product Screens & Visual requirements based on User-Interactivity and functionality of Vision Planner Product Suite. Interacted for two product lifecycles, right from concept inception to the final delivery.
- Served as an active team member, owned responsibility for Product User Interface Consistency across cross browsers, versions & data management.

Apr 99 – Jun 00:
Freelance Consultant
InSource India,
Bangalore

Achievements @ InSource

- Worked as Web Developer at WEDA InfoTech, Jayanagar, Bangalore.
- Project Leader for blood-online.com at JIVE InfoTech, H'nagar, Bangalore
- Web Manager and Designer at WebINXS, Koramangala, Bangalore.

Apr 97 – Apr 99:
Web Designer
Cybertech Internet Technology
Center, Bangalore

Achievements @ CyberTech

- Designer for Bangalore's first online portal, launched by Sabeer Bhatia.
- Visual Graphic contributor for various customer banners, ads and designs.
- Trained on several graphic software, and techniques in efficient usage.

PROJECTS - OTHERS

e-Learning	Developed a set of 19 e-learning modules for CBR Network (South Asia); as curriculum for Diploma, PG Diploma & Certificate courses offered by Bangalore University; in Handicap, Portage & Retardation Management, using Macromedia Director, Flash and other multimedia packages.
Internet	<ul style="list-style-type: none">• Langoor Digital – www.langoor.com• Alternet – www.alternet.io• Ichiquoo Travel Planner Portal – www.ichiquoo.com• NewsCorp Re-Branding – www.newscorp.com• EAA - http://www.epilepsy.org.au• BJP Candidate C T Ravi's personal website - http://ctravi.in/• Graduate Jobs and Internships in Australia - https://unigrad.com.au• Asian Inspirations - https://asianinspirations.com.au• Clear Trip Travel Portal – www.cleartrip.com• Travel Guru Mobile Site – www.travelguru.com• Way2Mint SMS Portal – www.way2mint.com• Karnataka State Rifle Association – ksra.in• Mysore District Rifle Association – mdra.in• Target 10X – target10x.com• Sports Precision – sportprecision.com• TouchStone Solutions – touchstones.in, touchwww.com• Sheen Apparels – sheenapparels.com• DesignINN Entelechy – desinen.com• Bangalore Habba – bangalorehabba.com• Openstream technologies – openstream.com• Corazio Product portal – corazio.com• mPortal Company Home site – mportal.com• Nanometer Technologies – nanometerdesigns.com• Career Destiny – careerdestiny.net• Insource India. – insourceindia.com• Banner Tools – bannertools.com• MyCity Series – mynagaland.com, mymizoram.com• Citisoft Solutions – citisoftsolutions.com• BioMedix Opticare – biomedix.com• Cyber Bangalore – cyberbangalore.com• Indian Ballot on the Net – indianballot.com• Hindustan Marbles and Granites – hindustangranites.com
Mobile	<ul style="list-style-type: none">• iOS App for 360 Athlete• In-House Client Centric App for Wipro – Wipro Wire• Customer Enterprise App for Wipro's ICC World Cup Cricket• Wipro US Open App• Glamazon Mobile App• Urbanato Lake Conservation App• Handley iOS App for On-Site Business Metrics• Wipro's Event and Meeting Scheduler for Fortune 500 Clients – HereIsHow• Official Pepsi Apps for Pepsi Music and Yalla• Developed AR apps for Mobile and Internet, including OOH and other offerings – IntARact and IntARacTV• Developed complete Interface and Interaction design for 16 handsets• Target mobile Application for the iPhone and Android platform.• mSales and mForce applications for Xerox corporation, salesforce.com on 5 different types of java handsets.

AWARDS & HONORS

Internet	Golden Web Award (IAWMD) 2002-2003, ARTSY 2003-2004 Bronze Award, 2003-2004 Gold Deco Award, World Web Award of Excellence - Art Space, Golden Web Award (IAWMD) 2003-2004
Others	<ul style="list-style-type: none">• Karnataka's Only ISSF 'B' Judge• Author, '10X' - India's First Comprehensive book on Sports Shooting.• Founder and Secretary General, Mysore District Rifle Association.• Executive Committee Member - Karnataka State Rifle Association.• Special Technical Consultant, Forest Department• Executive Sports Consultant, Department of Youth Sports and Service.• Active state participant - Karnataka State Shooting Team.• Honoured with the State's highest sports award - 'Ekalavya' Award, 2006.• Honoured with Karnataka Olympic Association's 'Sportsman of Year' 2003.• Highest International Technical Qualification in Karnataka for Sports Shooting - ISSF 'B' Judge.• In NCC, have attended varying camps in Mountaineering, Leadership, and Banner Competitions.• Posses A, B and C certificates; Posses a First Class Red Cross certificate.• Passion in Nature has led to many treks, including Himalayas.

REFERENCES

(LinkedIn: <http://www.linkedin.com/pub/1/ab1/449>)

Neeraj	Sr. VP, TELiBrahma - 9396774427, 8861001911
Nagarajan B S	Director, Cybertech - 9880832062
Thomas Mathew	Director, Kyocera Wireless - 9448784329
Raju Desai	Project Lead, Visionplanner, Zensutra - 9845039642
Sandeep Mense	Project Manager, mPortal - 9886276004
Prashant Kamat	Project Lead, In4Velocity Systems - 9886107421
Sandeep Rao	Director, Zensutra - 9845153524
Venkatesh D P	Director, mPortal - dp@mportal.com