

ANIL KUMAR M

UX DESIGN LEADER

> Innovative Product Design Manager with extensive experience in UX/UI design, product strategy, and agile project management. Known for leading cross-functional teams to deliver user-centric products that drive engagement and revenue growth. Adept at balancing creative and analytical approaches to solve complex design challenges.

CONTACT

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SKILLS

User Experience Design
Design Thinking
User-Centric Design
Agile Methodologies
Cross-Functional Leadership
Data-Driven Decision Making
Product Strategy
Road mapping
Mentorship
Career Coach
User Research
Usability Testing
Wireframing
Prototyping
Visual Design
Scenario Creation
Persona Development

EXPERIENCE

Staff Product Designer | Dec 2024 - Present

JumpCloud

- Lead the design of cloud solutions for MSPs, adding more value to the organization revenue from the MTP Customers.
- Collaborate with concept of 3-in-a-box with product management, engineering leads to ensure best experience provided to the MTP Admins, along with alignment of business goals.

Manager, Product Design | May 2023 - Dec 2024

SentinelOne

- Led the design of cloud security solutions, driving increased business value for the organization.
- Collaborated with product management, engineering, and sales teams to ensure product designs align with business goals and market demands.
- Implemented agile processes, significantly improving project delivery timelines and efficiency.
- Introduced innovative practices to enhance team performance and overall organizational success.

Lead UX Designer | Mar 2021 - Apr 2023

Automation Anywhere

- Took ownership of multiple products, collaborating with product, business, and design teams to shape business models and align with user needs.
- Developed and maintained design systems, focusing on improving user experience and product usability.
- Led efforts to enhance product usability and drive business improvements through user-centered design.
- Managed and mentored a team of UX and UI designers, providing guidance, feedback, and professional development support.

UX/UI Design Lead | May 2016 - Dec 2020

Accenture Digital India

- Led multiple projects with a team of UX and visual designers, collaborating closely with business and technology stakeholders.
- Created key design artifacts, including scenarios, process flows, information architecture diagrams, wireframes, and prototypes.
- Developed and maintained UI pattern libraries and interaction guidelines to ensure consistency across products, tools, and services.
- Focused on evolving and refining designs to align with project goals and user needs.

Senior UX Designer | Apr 2015 - May 2016

YuMe India Pvt. Ltd

- Led the user experience team for YuMe India, managing a cross-functional team of 12 members.
- Spearheaded research, evaluation, design, and prototyping efforts to streamline YuMe's mobile and web applications.
- Collaborated with product managers, developers, and designers to create optimal user experiences across multiple products.
- Focused on delivering cohesive and efficient design solutions that align with user needs and business objectives.

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Portfolio | LinkedIn | Behance

EXPERIENCE

Senior Media Tech Artist | Feb 2011 - Apr 2015

Bally Technologies

- Conceptualized mobile and slot games, designing key features, interaction flows, and visual elements.
- Led the visual and animation studio, collaborating with front-end developers and providing guidance to QA and engineering teams.
- Worked closely with studio leads and art directors to successfully launch games, ensuring creative and technical alignment.

Visualiser | Sep 2009 - Jan 2011

Hurix Systems

- Designed user interfaces and visual assets for Educomp's E-Learning app, tailored to meet product requirements.
- Focused on creating engaging and user-friendly designs that have been widely adopted by digital teaching schools across the country.
- Contributed to enhancing the digital education experience through intuitive and visually appealing solutions.

Graphic Designer | Jun 2007 - Sep 2009

Srusthi School of Animation

- Designed marketing materials including emails, microsites, advertising concepts, print collateral, and interactive visuals across multiple platforms.
- Developed a cohesive visual strategy to align with the organization's vision and brand identity.
- Ensured consistency and creativity in delivering impactful marketing and advertising campaigns.

EDUCATION

User Experience Design | Jan 2017 - Oct 2017

CareerFoundry

Online certification program in User Experience Design which provides intense knowledge about user research, persona, user flows, information architecture, wireframing, iterative prototyping, testing, analytics and visual design with help from the industry’s experienced tutors and mentors.

Master Diploma in Multimedia | 2005-2007

International Academy of Computer Graphics

Two-year full-time multimedia and animation course, which provides knowledge of visual design concepts along with training in design software from Adobe Suite.

PROJECTS

CLOUD NATIVE SECURITY

SentinelOne

- Oversaw the design of a new cloud platform aimed at improving scalability, reliability, and security as part of a strategic shift toward a more agile digital ecosystem.
- Led strategic planning and implementation, ensuring alignment with organizational goals.
- Adopted a user-centric approach to prioritize user needs and enhance platform usability.
- Introduced innovative solutions to drive efficiency and performance improvements.
- Provided cross-functional leadership, collaborating with diverse teams to ensure seamless execution.
- Spearheaded cloud migration and optimization, improving operational efficiency.
- Implemented security enhancements to safeguard the platform and maintain compliance.

DATA BEACON

Accenture Digital India

- Led the Data Beacon project for Accenture Digital India, contributing to a 20% annual revenue growth for the organization.
- Defined the project roadmap, conducted cross-functional workshops, and facilitated Lean UX design sessions to align teams and enhance collaboration.
- Introduced new processes such as PBSE (Process-Based Software Engineering) and implemented key feature enhancements to fully leverage technology for innovation.
- Drove strategic initiatives that significantly improved project outcomes and organizational growth.