ANAND C K SHASHIDHAR

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OBJECTIVE

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

HIGHLIGHTS

- 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 **Organization Planning, Company RoadMap**, **UX**, **Interaction Design** and **Customer Relationship**.

- Focused Mobile & Web UX Architect, including selling concepts, identifying and growing teams, and delivering products to a wide base of clientele.

- Expertise in **Company and Project Budgeting**, Team **Set-up**, **Process** planning across company verticals and **Team Management**.

- In-depth experience in planning, co-ordination & execution of **Web**, **WAP** & **Mobile OS** Applications.

- 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: 18+ 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 Project Design & Development– Creating process documentation and step-wise analytical flow - including test cases, draft flows and supportive documentation; analyzing the target market, interactions with end-users for expected behaviors; analysis of competitive market trends, etc.
- 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

2017 Onward	Presently pursuing funding possibilities for three ideas, in IoT, thru a self-operated concern to drive them to completion. *(http://www.entelechysol.com)*

iSetTop Box; *I = Interactive*
Interactive, Gesture & Face Recognition Smart Home Solution.

CB4C; *Care before Casualty*
A prescriptive medical wearable IoT solution to predict casualties before they occur.

May 2015 - 2017:
VP, Products & Solutions
PurpleFrame Technologies, Bangalore
(www.purpleframetech.com)

Achievements @ PurpleFrame

- Working with various departments to build a consolidated plan and process, focussing on Maximizing Profits & Resource Utilization.
- Defining User Experience, Usability Standards and Processes for Mobile, IoT & AR Practice
- Mentoring teams on UX Based approach for multiple client solutions
- Core areas - Process, UX Practice, Process Planning, Client Liaisoning

Jun 13 – May 2015:
Head, Products & Technology
Langoor Digital, Bangalore
(*http://www.langoor.com*)
AlterNet, Australia
(*http://www.alternet.io*)

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.
- 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.

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

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	• Langoor Digital – www.langoor.com • Alternet – www.alternet.io • Ichiqoo Travel Planner Portal – www.ichiqoo.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	• 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	- 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