Sai Anjan

"More than the taste, it's the aroma of the dish that makes it delicious"

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WORK EXPERIENCE   5Y 11M(Total)

UX Design Lead, DuPont Speciality Products   **Aug '24 - Present (2M)**

- Currently heading design at DuPont water business, primarily focussed on a design software

Design Manager, Jio Matrix, Reliance JPL   **Feb '22 - Jul '24(2Y 7M)**

JECS-Edge Cloud Platform for enterprise, Design Lead

- Currently leading a team of 3 UX Designers, 1 Component designer, on creating an cloud platform from scratch enabling businesses to deploy their applications very quickly on cloud
- Individually worked on creating designs for Identity & Access management that allows administrators to create privileges and easily let access to complex region and project resource management

ChargeIT-Subscription Management Software for Enterprise SaaS

- ChargeIT is an fast go-to-market subscription management and recurring billing software that lets businesses to launch quickly. Led the creation of it from scratch, delivering basic functionalities through manual testing.
- Enhanced ChargeIT to handle 450+ million Jio InfoComm subscribers; progressing towards a larger milestone with JioCinema (70k subscriptions).

Jio Coupons-Coupon directory, Shopify plugin

- Established a B2B website and Coupon marketplace for JioCoupons, distributing 1.6B coupons across 160+ brands in FY 22-23.
- Made a POC on a Shopify plugin for JioCoupons, enabling small businesses to implement coupon distribution and loyalty programs.

Games+ at Jio Platforms Limited

- Developed an online multiplayer match3 game using Generative AI for asset exploration and themes creation, currently in production. Launched in Oct'23 on MyJio and reached a peak of 7k visitors where the average is 11k.
- Designed a new snakes and ladders game with strategic elements for added fun and entertainment.

Interaction Designer (Consultant), Dell   **Dec '20 - Jan '22 (1Y 1M)**

- Unified Dell's masthead on e-commerce platforms, ensuring responsiveness and accessibility
- Designed rules for different breakpoints on desktop and touch devices, documented a component library for developer
- Improved search experience based on Baymard research for customer intent fulfillment.

Product Designer, Mindhouse   **Jul '20 - Oct '20 (4M)**

- Redesigned the app for Mindhouse, a meditation studio pivoting to live digital classes during COVID-19
- Improved booking experience for live classes, enabling easier search and filtering based on user preferences
- Conceptualized and redesigned reminders to promote daily habits.

UX Design Intern, Microsoft   **May '19 - Jul '19 (2M)**

- Conducted user research on mobile device security best practices awareness and compliance
- Translated insights into the first version of Windows Defender for iOS, shipped within 4 weeks.

UI/UX Designer, TCS   **Jan '17 - Aug '18 (1Y 7M)**

- Audited and overhauled UI components of Fresco Play, a learning platform for TCS and other organizations
- Designed animated GIFs for learning concepts (e.g., API), and created a crowdsourced ideation platform for Singapore Airlines, involving employees and stakeholders in decision-making.

EDUCATION

M.Des in Interaction Design

IDC School of Design, 2018-20

COURSES

Agile meets Design Thinking

Prompt Engineering for ChatGPT

Introduction to Generative AI

SKILLS

Design

UX Research • UI/Interaction Design •Agile Development •Journey Mapping •Information Architecture •Wireframing •Prototyping •Usability Testing •Data Analysis •Motion •Data Visualisation •Print •Illustration •3D Design

Software

Figma •Sketch •Invision •Spline 3D •Miro •ChatGPT •Adobe CC(XD, Photoshop, Illustrator, After Effects, InDesign) •HTML •CSS •Javascript •VS Code •GitHub •DevOps

RECOGNITION

Best Innovator Award

Jio Matrix Conf'23

PORTFOLIO & LINKS

www.saianjan.com

My website with case studies of industry & academic projects

Works at Jio

My longest ever contributions

Dribble & Behance

Visual & UI Explorations, collaboration projects

Notion Portfolio

Data Vis & Visual branding work