

# Akhilesh Shukla

Portfolio: <https://basicakhi.myportfolio.com>

Contact Info: [basicakhii@gmail.com](mailto:basicakhii@gmail.com) | +420 - 773267217

Social: <https://in.linkedin.com/in/basicakhii>

Location: Prague, Czech Republic

## Core Competencies

- I am a result-driven professional with over 9 years. of experience in the area of user-centered design and managing cross-platform teams.
- I have made a quantitative impact and achieved competence in implementing strategies that enhanced productivity and successfully led to developing great products from scratch,
- Achieved competency in implementing strategies that enhanced productivity and successfully led to developing great products.
- Possess effective communication, interpersonal and problem-solving skills with the ability to handle various operations within a technical department.
- Proficiency in a variety of UX research methodologies like qualitative and quantitative
- Expertise in delivering a variety of low and high fidelity style guides, workflows, information architecture and user interface designs using tools such as Sketch, Invision-app, principle, Photoshop, Illustrator, Figma, XD etc.

## Professional Experience

### Product Manager

#### Head of UX/UI

**Techona** (<http://www.techona.com/>), **Prague, CZ** (May 2017 – Present)

**Domain:** i-Gaming(SaaS)

Solely responsible for scoping, researching, designing and helping cross-platform teams to improve usability and design on all products.. Achieved cross-platform synergy of all UX & UI behaviour for the multicultural and multilingual needs of 20 year old highly competitive for all companies under the Real Time Gaming umbrella( <https://www.linkedin.com/company/realtime-gaming/about/>)

**Products Type:** B2B responsive white-label IoT solutions for eastern and western markets, white-label native mobile apps and marketing solutions to complement our products and Slot Games UX/UI.

- Acted as a liaison between technology team, clients and subject matter experts to establish requirements and determine clients needs
- Led product and UX/UI efforts on innovation, researching and designing business intelligence systems, which replaced the 20-year-old legacy system
- Used various qualitative and quantitative methods to identify loop holes in the UX
- Found various data visualisations techniques and end-user interactions related to large data sets
- Created several design ideas by understanding business needs using artificial intelligence as a core for the online casinos
- Coordinated all UX/UI related efforts and led all research and designed the new keypad for all our new videos slots

**Clients:** Real Time Gaming operators and casinos which is present all across the globe(focussed in Asia)

**Products:** Next-Gen platform, Agency/Central system, Casino games keypad and multiple widgets UX/UI

## Senior Interaction Designer

**Above Solutions Pvt. Ltd.**(<http://www.above-inc.com/>), **Bangalore, IN** (January 2016 – May 2017)

**Domain :** e-Learning, Industrial IoT, Wellbeing (e-Health) and Enterprise.

**Products Type :** Industrial IoT Solutions, Native Mobile Apps, Enterprise Chat Application (web&mobile), Responsive Websites and Responsive Admin Panels

Applied research-based principles to drive the design of products that fully support end-user needs, while also achieving the business vision. Led user research and interface design processes creating personas, visualizations, storyboards, task flows, wireframes, high-fidelity mockups, and prototypes. Continuously measured and optimized the user experience through a combination of quantitative and qualitative research methods. Collaborated with Product Development group to design and implement highly interactive, data-intensive web applications for organizations all over the world.

- Led UX efforts on innovation business intelligence systems, researching and designing new IA, data visualizations, and end-user interactions related to large data sets.
- Spearheaded UX on a new innovation web-product offering, coordinating all UX related efforts and leading all research and design.
- Acted as a liaison between technology team, customers and subject matter experts to establish requirements and determine user needs.
- Defined navigation, user workflows and layouts focusing on usability.
- Developed wireframes, interface mockups and page prototypes.
- Planned and executed usability testing, incorporated user feedback into final product design. - Produced graphic user interfaces for desktop browsers, tablet, and mobile devices.

**Clients :** Danske Bank, Sciex, Doxtro Technologies, A.T.E. - Ecoaxis, The Fit District, Hultprize Foundation and Brooklyn Yoga Club.

**In-house Products :** Teach Wellness, Jiyo and Above-HRMS.

## Product Manager and Manager Product Design

### Lead UI/UX Designer

**Pulp Strategy Communications Pvt. Ltd.**(<http://www.pulpstrategy.com/>),

**New Delhi, IN** (June 2014 – December 2015)

**Domain :** Marketing, Advertising, e-Commerce, Social Media and Enterprise.

**Products Type :** Facebook apps, Games, Native iOS & Android apps, DIY mobile app building platform, Responsive Websites and panels

Founded and managed advertising and marketing company's first designated UX team, building an A-caliber group of interaction designers and user-experience researchers. Charged with improving UX for Web properties, social media offerings and mobile applications through quantitative/qualitative research and value-added IA/UX deliverables.

### Accomplishments :

- Awarded master Blaster Performer for the contribution beyond regular work and adding impact resulting in team pride.

- Designed Multiple award winning applications (List: <https://in.linkedin.com/in/basicakhii> )

**Clients :** Intel, Michelin, Philips, Microsoft, Medical India Treatment (SAAR), VuClip.

**In-house Products :** Instappy, Instappy wizard, Rescue'em and Hindu Calendar App.

### **Creative Head**

**FutureCaptcha, Gurgaon**(<http://futurecaptcha.com/>), **IN** (June 2012 – May 2014)

Co-founded the company at the age of 22 and with sole focus on solving market needs. The startup had two divisions: Games Studio and Innovations Wing.

The start-up was initiated in May 2012 and was registered in September 2012.

Games Studio products: Mareon, 6Packman, down the hatch, Dhoom 3 –Fan Game

Innovations Wing: Rocketmeals, Service Based Project: D2H-Videocon Mobile app for iOS and android for SD2 Labs (UI/UX Development)

### **Senior Engineer**

#### **Management Trainee**

**Worthington Pumps India Ltd.**(<http://www.wpil.co.in/>), **Ghaziabad, IN** (July 2010 – May 2012)

#### **Accomplishments :**

- Designed India's 1st axial flow tubular type flood control pump for Indonesia and Thailand 2010 floods.

### **Education**

#### **Bachelor of Technology – Mechanical**

**U.P.T.U., H.R. Institute of Technology, Delhi**(2006-2010)