



ANSHUL KIDILE

I have over 5 years of experience as a Product Designer with a focus on creating impactful experiences for organizations that truly reflect their brand through empathatic listening, creative ideation, research, iterative design, extensive user-testing as well as effective management of expectations and resources.

EXPERIENCE



Product Manager
BBT Publishing
Remote
2017 - Present

I was involved in the BBT Marketing, Communication and Innovations team as a visual designer assisting in implementing graphic and web designs for various social awareness campaigns. Over the years, I moved to managing a team of 4-6 designers and working as a Product Manager managing shifting priorities, providing brand strategy, allocating resources, running sprints and providing art direction for the growing projects.



Product Designer
Vedic Roots School
Toronto, Canada
2017 - 2019

I was responsible for conducting brand strategy exercises, developing the brand and executing the digital launch for the school. Over the years, with the schools rapid growth, I worked as a Product Designer for the redesign of their first website to correctly reflect the mature brand and its offerings allowing for a larger reach as they plan for a period of hyper-growth in 2020.



UX/UI Designer
Be a Sage App
Remote
2015 - 2016

I worked as a UX/UI Designer to build a scripture reading assistance app for iOS. I was involved in the initial market research, stakeholder interviews and ideation followed by extensive testing using low and high fidelity mockups with a international test group of over 15 users. I also worked closely with the development team providing assets, reducing UX debt and working in an agile development environment.



UX Designer
Farmers Market Ontario
Toronto, Canada
2019 - 2020

I was hired as a solo UX designer exploring the idea of an app for urban communities to order fresh produce from farms directly. I was tasked with building a prototype that could be shown to stakeholders to secure funding for full development. The process included researching the shopping experience, interviews with farmers and urban dwellers, creating user-personas, creating mockups and testing with a group of 4 individuals.



Freelancer
Sarga Designery
Toronto, Canada
2013 - 2019

As a freelancer at Sarga Designery, I was involved in multiple projects spanning a variety of industries from faith-based communities, fashion start-ups to weddings and alternative-health specialists. I worked in all varieties of capacities doing brand strategy, market analysis, graphic design, UX design, web development for our clients. I excelled at educating clients to make the right decisions for their business and provide them all services needed to succeed in the changing digital landscape.

EDUCATION



University of Toronto
Bachelor in Engineering
Toronto, Canada
2009 - 2013

Completed a four-year degree in Mechanical Engineering with a focus on Engineering psychology, human factors and human-computer interaction. I specialized in bio-technology and social-assitive robotics.



Udacity
Product Manager Nanodegree

Completed a 12 week cutting-edge program on Product Management delivered by specialists from Google, Uber and other unicorn organizations.

SKILLS

CORE

Sketching
Wireframing
UI Design
Prototyping

Usability Testing
Product Management
Agile Sprint
A/B Testing

User Research
Interviewing
Contextual Inquiry
User Surveys

ADDITIONAL

Brand Strategy
Branding
Graphic Design
Web Design

3D Modelling
Web Development
Marketing Analytics
Copywriting

Product Photography
Team Building Exercises
Budget Tracking
Client Management

TOOLS

Figma
Sketch
Invision
Whimsical

HTML CSS
Webflow
Photoshop
Illustrator

After Effects
Premiere Pro