



Anulal VS

Senior Manager User Experience, Makemytrip Pvt Ltd.

+91 - 9769 241 843
anulalvs.id@gmail.com
www.anulalvs.me

Currently working as a **Senior Manager User Experience** in MakeMyTrip, the leading travel booking platform in India. Being a firm **believer in simplicity**, I consistently strive towards producing user centred and innovative design solutions to the design problems around me. Grew up befriending sketch pens and crayons which triggered my affinity and inclination towards design, making me **sensitive towards each and every detail**. Always prefer to explore the new and unattended path to find seamless simple solutions for sophisticated design problems.

Apart from design, I am a **travel enthusiast** who loves driving long distances and exploring new places.

Work Roles (10 Yrs in the industry)



Senior Manager UX

Jan 2024-Till Now

Manager UX

Jan 2022-Jan 2024

Deputy Manager UX

Jul 2019-Jan 2022

1. Managing a team of 7 Product Designers

Executing the Design sprints & Ensuring quality of design across the corporate products (myBiz, Quest 2 Travel, & myPartner) & Travel fintech (Tripmoney).

2. Design lead for the Enterprise suite (myBiz).

Worked on multiple projects to improve the aquisition and adoption of the product. Some of the projects are, Enable to book with traveller policy, Admin navigation revamp, Expense management tool for clients, myBiz website revamp, Central booker funnel, Login/Signup revamp & unification, New myBiz wallet and many more.

3. Flight booking funnel both domestic and international flights.

Flight filters for more engagement, Information hierarchy on the return trip booking on the mobile app, Insurance attach on the flight funnel by enhancing the UI, Flight picker to help in choosing the best flight, Flight explorer (yet to be live)



Sr. Product Designer

Jan 2017 - Jul 2019

Sr. Associate (UX Design)

Apr 2016 • Jan 2017

Associate (UX Design)

July 2015- March 2016

1. Managed a team of 4 Designers

Planning the team sprints, Manage bandwidth & allocate the tasks, Mentor the team to ensure quality deliverables, Hire & expand the team.

2. Lead design for the Linehaul Product Suite

Worked on products used in our Warehouses & Hub's to ensure smooth operation and higher productivity. This includes most of the current dashboards & apps being used in Delhivery's Hub's these days. Involved lots of user research (field) & rigorous iterations.

3. Worked on multiple products for the Last mile & Firstmile

In my initial days, i have worked on different features to enhance the lastmile and firstmile operations. Also had revamped the lastmile delivery app for the field executives

Pixel Animation Studio

Created 3D Characters for Animation movies & Games, 3D background creation for the Animation scenes, Texturing the background and Animation characters

3D Modelling Artist

Feb 2011 - Feb 2012

Projects I'm Involved in

Insurance Booking funnel

Designed the booking flows from scratch for both mobile & desktop.

Loyalty Program for myPartner

Hero Loyalty program was designed increasing the retention by 4x.

Funnel Revamp for Forex

The forex funnels were revamped to increase the conversion.

Signup/Login revamp

Enhanced the myBiz acquisition flow to get 2x Conversion

Expense Management Tool

End to end design for the new expense management tool in myBiz.

Shortlist & Share Itineraries

Enable travel desk to shortlist & share travel options with the employees.

myBiz Admin Panel Revamp

Revamped the entire admin panel improving usability & engagement.

Flight Filters Revamp

Optimised the flight filters on B2C & B2B funnel to improve engagement

Eye for Delivery

One stop dashboard for various facilities and user types.

My Education

Master of Design

Industrial Design Centre, IIT Bombay
June 2013 - June 2015

Diploma in 3D Animation

Vismayam School of Animation
June 2010 - Jan 2011

Bachelor of Technology

CUSAT
June 2010 - Jan 2011

I Am Good At

- Capturing Intentions
- Stake-holder Management
- Usability/Heuristic Evaluation
- Sketching
- Storyboarding
- Team Management
- Usability Testing
- Usability Principles
- Visual Design
- Iconography
- Prototyping
- Design Mentoring
- Sprint Planning

Tools I Use

Figma, Sketch

Wireframing, Prototyping and Visual design

Principle

Micro Interactions

Zeplin

Design Handover

Illustrator

Graphics

Photoshop

Image Editing