

# Saurabh Anand

Brampton, Ontario, Canada ✉ [sanandshu@gmail.com](mailto:sanandshu@gmail.com) ☎ 6479816251 🌐 <https://www.linkedin.com/in/sanandshu/> 📧 [saurabhanand.info](mailto:saurabhanand.info)

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## SUMMARY

Dynamic and visionary Product Design Leader with over 12 years of experience steering innovative user experience and product design strategies across diverse industries. Proven track record in leading design teams, educating stakeholders on design thinking, and delivering user-centric solutions that enhance engagement and drive growth. Combines expertise in user research, usability testing, and interface design with a passion for futuristic designs and technology trends.

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## EXPERIENCE

### Product Design Lead

Symcor

February 2022 - Present, Mississauga

- Leading the establishment of a rigorous design thinking culture and the standardization of UI/UX processes, thereby ensuring our projects resonate with both innovation and uniform excellence.
- As the central figure in our Creative Design team, I oversee the strategic allocation of tasks and spearhead the synchronization of project objectives with execution timelines, ensuring an optimal workflow.
- Educate stakeholders on the value of the Creative Design team, leveraging creative communication to showcase the team's impact and foster organizational partnerships.
- Mentor team members in critical design skills and methodologies, promoting a culture of continuous learning and professional growth.
- Lead the product design lifecycle from concept to launch, ensuring designs meet user needs and business objectives through a customer-centered approach.
- Collaborate effectively with stakeholders and team members to translate product requirements into intuitive design solutions, and rapidly prototype, test, and iterate designs.

### Lead UX UI Research

RocketBnk

July 2020 - February 2022, Toronto

- Encompass steering our dedicated team of UX & UI consultants and front-end developers to architect and refine interfaces across RocketBNK's comprehensive suite of services, catering to both B2B and B2C sectors.
- Clearly defining digital feature requirements and drafting precise specifications to guide development efforts, ensuring our digital touchpoints — from responsive websites to applications — embody elegance, usability, and desirability, thereby enhancing user satisfaction.
- Creating high-quality, functional prototypes that effectively communicate, validate, and further the conceptualization of future RocketBNK products and applications, ensuring for success in the marketplace.
- Fostering strong collaboration with leadership and key stakeholders throughout the product lifecycle — from concept ideation and design to development, implementation, and validation. This includes working alongside designers, management, internal business partners, delivery managers, engineers, and subject matter experts to ensure a cohesive and successful product development process.

### Lead UX Design & Information Architect

Venngo Inc

October 2017 - October 2020, CA, ON, Toronto

- Championing the product vision and strategy, I ensure alignment with stakeholder expectations and corporate objectives through meticulous discovery, definition, and documentation of business needs, guiding development teams towards cohesive project execution.
- Expertly leading the design team, I architect user experience flows and journeys, positioning myself as the authoritative voice on UX design principles for both existing offerings and visionary future products.
- Collaborating with business stakeholders, I leverage analytical insights into user behavior and business requirements to develop strategic user flows and planning for upcoming projects, enhancing user engagement and satisfaction.
- Utilizing advanced tools like UserTesting.com, I spearhead the evaluation and refinement of platform usability, informed by direct user feedback and comprehensive data analysis, to drive continuous improvement.
- Employing visualization tools such as Omnigraffle, I precisely document product workflows and business processes, ensuring clarity and consistency in our approach to project management and strategic planning.
- I foster synergy between the Development and QA teams to expedite the release process across all digital touchpoints, ensuring our products not only meet but surpass user expectations in functionality and design excellence.

### Freelancer

Self

October 2016 - April 2018, India

- Strategically enhanced the company's digital footprint by developing a holistic marketing strategy focused on aligning with business goals and market needs, leading to improved customer acquisition and retention.
- Directed the design and implementation of the company's website, employing user experience (UX) and user interface (UI) design principles alongside SEO optimization to boost e-commerce platform traffic.
- Managed comprehensive digital advertising campaigns, including Google Ads and Yelp, optimizing for maximum return on investment and increased brand exposure.
- Conducted in-depth market analysis to identify opportunities for online presence expansion, ensuring data-driven and targeted strategies.

## UI/UX Designer

### Trapeze Group

August 2014 - October 2016, Mississauga

- Championed the establishment of exemplary UI/UX design standards, leading the design team in creating intuitive and impactful user experiences for mobile, desktop applications, and in-vehicle hardware displays, specifically tailored for ground transportation software solutions.
- Expertly navigated fast-paced environments to prioritize project timelines efficiently, ensuring agile delivery of UX/UI enhancements that meet and exceed user expectations.
- Spearheaded the integration of innovative technologies within the Trapeze brand, reinforcing our commitment to advancing ground transportation solutions through superior design.
- Played a pivotal role in constructing a robust UX/UI team, laying the foundation for a collaborative and dynamic design environment aimed at producing winning UX strategies for ground transportation.
- Directly reported to the VP of Product Development, providing strategic insights and updates on design progress, challenges, and victories, ensuring alignment with the company's vision and goals.
- Fostered a culture of excellence and continuous improvement within the design team, emphasizing the importance of user-centered design principles in developing software solutions that drive success in the ground transportation industry.

## UX Researcher/Designer-Consultant

### Canadian Tire Innovations

May 2014 - July 2014, Toronto

- Optimized in-store kiosk system for a prominent retail chain, significantly enhancing the customer navigation experience through the integration of a cross-channel way-finding platform on kiosks, currently showcased in Canadian Tire stores.
- Conducted extensive user testing to gather insights and feedback, collaborated closely with the retail store's development team to incorporate user feedback into the kiosk system which helped in refining the kiosk's design and functionality, making it more intuitive and user-friendly.
- Implemented UX research methodologies to understand customer behaviours and preferences, ensuring the kiosk system aligns with the shoppers' journey and enhanced their in-store experience.

## UX Researcher and Designer

### The Source

January 2014 - April 2014, Stratford, ON

- Designed and implemented an innovative online concept experience for The Source retail store, enhancing the user journey across digital and physical channels while fostering community engagement.
- Elevated brand visibility and engagement through strategic design and social media initiatives, specifically targeting an increase in organic in-store visits during peak summer months via SEO enhancements.
- Developed and executed a comprehensive marketing strategy that included the creation of Augmented Reality (AR) mock-ups, providing immersive and interactive brand experiences.
- Conducted in-depth analytical research to underline the critical role of mobile applications in enhancing customer engagement and driving sales, presenting compelling evidence to stakeholders.

## Animation Intern

### Motion Graphics

June 2012 - October 2012, Cincinnati, USA

- End-to-end video production, skillfully employing Adobe After Effects, 3D's Max, and Photoshop to bring creative concepts to life, ensuring timely project completion.
- Designed intuitive UI/UX interfaces for diverse projects, enhancing user engagement through visually appealing and user-friendly designs.
- Expertly crafted storyboards and wireframes, laying the foundational blueprint for complex animation projects and streamlining the production process.
- Delivered high-quality animation services to prestigious clients, including P&G, Ethicon (a Johnson and Johnson company), Contech, and Kellogg's, meeting their exacting standards and specifications.

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## EDUCATION

### Master of Digital Experience Innovation

University Of Waterloo • Canada • 2014

### Master of Fine Arts

University of Cincinnati, USA • 2012

### B.Sc Animation & Multimedia

Birla Institute of Technology, India • 2009

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## CERTIFICATIONS

### Project Management(PMP) Course Hours

University Of Waterloo • 2014

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