

akshay agrawal

अक्षय अग्रवाल

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what I do well

Full lifecycle design
Frugal design
Design advocacy
Exec stakeholder mgmt
Business x Design
Product management
Multi-product design
Simple Prototyping
Lawn Tennis & Ping Pong

learning

Product analytics
Design management
Spanish and Mandarin
Drone photography

other cool stuff

Wikipedia Contributor,
1700 edits, 135 articles created
TEDx Speaker,
2016, India
Founder,
Ukhadlo and ClassFever, aged 14, 16
TIME Person of the Year,
2006 Shared with 7 billion others

education

Interaction Design
Focus: Product and Service innovation
ArtCenter College of Design, CA, 2019

Productiv

Product Designer 1 of 2, Series-C B2B startup, Feb 2020 onwards

- Influenced and supported 8x customer + 5.3x revenue growth in 18 months through product growth
- Grew the team to 2 Sr Product Designers + 2 PMs. Established DesignOps pipelines and a design system
- Designed new pricing tier (+30% ARR). Beta-launched a new product (+35% ARR upsell). 55% base tier price growth
- Shipped multiple spotlight features & improved low performing one across 2 products, 3 pricing tiers, 4 personas, and 3 customer segments across Alpha, Beta, GA

Ernst & Young

[Intern] Product Consultant, Jun - Aug '19

- Crafted product-driven business transformation plans for clients with legacy product, services and processes
- Reframed traditional consulting pitches with user-centric Product principles to land, un-churn and upsell clients
- Client highlights: A major Stock exchange, Encryption, Luxury, and Healthcare. In Emirates and South Asia

City of Santa Monica

[Fellowship] Designer in Residence, May - Aug '18

The first and only designer accepted to the \$1mn grant-winning office to target anomalous wellbeing indicators in Santa Monica, CA by re-envisioning program co-design, synthesis, communication, delivery and outcome measurement

academic - professional collaborations

WAYMO

Interaction Designer, Sponsored Educational Studio, Sep - Dec '19

Team of 5 crafted solutions in collaboration with the WAYMO team to unify the autonomous driver experience from pedestrian delivery robots to class 8 trucks.

MIT Woods Hole Oceanography Institute

Product Manager, Sponsored Educational Studio, Jan - April '18

Team of 3 concepted multi-dimensional visualization tools and frameworks for oceanographers to study ocean eddies. Under grant from the National Academies.

continued...

DiDi Chuxing

Product Designer, Sponsored Educational Studio, Sep - Dec '18

Team of 4 leveraged DiDi's autonomous platform to solve China's rogue ambulance problem. Created roadmap for DiDi to expand into the Medical transportation + Data space. Project later showcased at 10th China Car Design Awards by DiDi

you like entrepreneurs?

Democratizing access to design

Studio Shoonya, "Principal Founding Volunteer"

Goal to supercharge 10 eligible Indian-origin and India-focused ventures with Pro-Bono Product, Business, Strategy, and Design services

Grading the education of a Country

ClassFever, "Founder", 2015 - 2017, India

Built a platform to rank educational institutions from idea to (almost) seed funding (Decided to go to college instead).

- Went from #6 (last) to #2 within one year of launch. 3k institutions onboarded
- Invented a proprietary crowd-sourced, weighted, multi-parameter non-ML mathematical model. Size: (250Mn+ calculations/cycle for 3k institutions)

Fostering and Enabling a country's Entrepreneurs

Ukhadlo, "Founder", 2013- 2015, India

An online networking platform dedicated to VCs, Entrepreneurs, and accelerators. Signed up 5k users in ~1 year and scored sweeping national media recognition. Got beaten by Angellist

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