

Anish Kumar A.S

Chief Product, UX & Experience Strategy Leader

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Summary

Senior Product Experience and UX Strategy Leader with 20+ years of experience driving digital transformation, product innovation, UX optimization, accessibility initiatives, experimentation programs, and customer experience strategy across enterprise-scale travel and SaaS platforms. Proven track record of leading high-performing cross-functional teams, scaling UX maturity, improving conversion funnels, optimizing customer journeys, and delivering measurable business impact through data-driven product strategy and experience design.

Experience

Product, UX & CRO Consultant

July 2026 - Present

[Propellic, PixelCutLabs, LLC.](#)

Partnered with travel businesses including SlickTrip, Travly, and Trip to Japan to diagnose experience and conversion challenges across the customer journey. Combined UX research, CRO analysis, product strategy, behavioral insights, and experimentation to identify friction, uncover growth opportunities, define new product capabilities, and translate findings into actionable roadmaps and A/B testing programs.

SlickTrip

- Led UX, CRO, and product strategy across search, discovery, and booking journeys. Identified conversion friction and defined prioritized UX improvements, product opportunities, and A/B tests to improve the customer journey and business outcomes.

Travly

- Conducted an end-to-end UX and CRO assessment of the hotel booking experience, identifying opportunities across search, listings, room/rate presentation, availability, and booking. Defined product improvements and experimentation opportunities focused on engagement and conversion.

Trip to Japan

- Provided UX, CRO, and product strategy across the trip discovery, planning, and booking journey. Identified opportunities in information architecture, trip customization, payment clarity, and decision support, including a modular trip builder and unified trip-planning experience.

Co-Founder & Chief Strategy and Product Officer

10/2025 - Present

[proqX Innovations Pvt. Ltd., India](#)

Leading product strategy, experience transformation, and digital innovation initiatives for a procurement technology startup focused on modular enterprise management platforms.

Key Contributions & Impact

- Co-founded and scaled a procurement-focused SaaS startup delivering enterprise workflow management solutions
- Defined product strategy, roadmap, and UX architecture for 6 enterprise modules using a plug-and-play product model
- Led strategic planning and implementation initiatives for Human Resource Management, Library Management, Procurement Management, and Mess Management solutions
- Managed a cross-functional team of 16+ professionals across Product, UX, Development, QA, and Operations
- Collaborated with 10+ enterprise clients to define scalable workflows, product requirements, and implementation strategies
- Built and maintained a 2-year product roadmap aligned with business growth and customer adoption goals
- Established UX standards, process frameworks, and scalable product delivery practices

Sr. Director - Product Design

09/2005 - 10/2025

[Fareportal India Pvt. Ltd., India](#)

Led enterprise-scale UX, product design, experimentation, accessibility, and growth initiatives for global travel platforms across Flights, Hotels, Cars, Activities, and Vacation products serving customers across the US and Canada.

Leadership & Organizational Impact

- Led and mentored 35+ UX, product, and creative professionals across web and mobile platforms.
- Managed cross-functional collaboration across 12+ departments and 20+ stakeholders.
- Directed 10+ concurrent strategic product initiatives and operational programs.
- Built and scaled Agile, Accessibility, UX, Product, Development, and App teams.
- Mentored 100+ professionals and supported hiring/onboarding for 200+ employees.

Product Strategy, UX & Growth Optimization

- Improved conversion funnels by 16%+ through UX optimization and experimentation.
- Reduced user drop-offs by 23% across critical customer journeys.
- Increased booking performance by 3% using data-driven UX enhancements.
- Boosted mobile app installs by 70% through engagement-focused strategies.
- Improved top-funnel acquisition and engagement metrics by 5–8%.
- Managed digital experiences supporting 22,000+ daily users across web and mobile platforms.

Experimentation, Analytics & Optimization

- Led enterprise-wide experimentation with 1200+ A/B tests annually.
- Achieved organization-wide adoption of experimentation across Product, UX, and Engineering teams.
- Leveraged analytics and user behavior tools to drive optimization and customer experience improvements.
- Used behavioral insights and usability findings to influence product roadmap decisions.

Accessibility & Experience Transformation

- Established and scaled UX and Accessibility practices across the organization.
- Led WCAG A & AA accessibility initiatives across high-traffic customer journeys.
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- Achieved organization-wide adoption of accessibility practices across product and development teams.

Process Excellence & Delivery Optimization

- Improved product delivery efficiency by 50% through Agile processes and workflow standardization.
- Implemented Scrum, design guidelines, and Dev hand-off frameworks to improve collaboration and delivery quality.
- Established structured onboarding, training, and 90-day mentoring programs.



Education

Post Graduate Diploma in Business Administration (PGDBA)

01/2018 - 01/2019

Institute of Management and Technology, Ghaziabad, India

Bachelor of Computer Applications (BCA)

04/2002 - 03/2005

Makhan Lal Chaturvedi University, Madhya Pradesh, India

Expertise

Product Strategy, UX Research, Design Systems, Accessibility Compliance, A/B Testing, Growth & Funnel Optimization, Agile Delivery, Customer Experience Transformation, Analytics, and Stakeholder Management.

Certifications

Certification in Design Thinking and Innovation

Certification focused on Design Thinking and Innovation from Harvard Business School

Digital Product Management: Product Fundamentals

Course covering fundamentals of digital product management from Darden School of Business, University of Virginia

Design Thinking for Innovation

Course on Design Thinking for Innovation from Darden School of Business, University of Virginia

Certified Usability Analyst

Certification in usability analytics from Human Factors International

Certified Scrum Product Owner (CSPO)

Certified Scrum Product Owner from Scrum Alliance

Certified UX Designer

Certification in UX design from Design Incubator

Interaction Design Foundation Certifications

Interaction design courses covering various aspects and methodologies

Leadership Workshop

Leadership workshop by Franklin Covey

League of Leaders

Leadership development program by Pegasus

Achievements

UX, Accessibility, and Experimentation culture

Established UX, Accessibility, and Experimentation culture across the organization.

Delivered an in-house experimentation platform generating ~\$200K annual savings.

Improved customer experience through accessibility and optimization initiatives.

Awards

Received multiple organization-wide awards including Best Employee of the Year and Best Performer.

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