



# Aniket Patni

Product Design + Experience Strategy

<https://www.anik8.com>

patnianiket@gmail.com

+1-226-899-5750

## // ABOUT

Currently in Waterloo, Canada.

My intrigue for how things work, combined with my love for all things new, help me transform complex problems into impactful experiences that make every day a little bit easier. I'm fast but focus on details, and like to be hands-on in every aspect of creation - from concept to complete.

I'm a pour-over + craft brew aficionado and geek out over tech, guitars, climbing, and running. My favourite activity is gazing out of an airplane window while listening to cinematic music!

## // SKILLS

### Process

- Experience Strategy
- Product Definition
- Concept Ideation
- Information Architecture
- Interaction Design
- Visual Design
- Motion Design
- UX Research
- UX/Usability Testing
- Intermediate HTML/CSS

### Tools

- Figma / Sketch
- Adobe (Ps/Ai/Pr/Id/Ae)
- Invision / Zeplin
- Userzoom / Validately
- Lottie
- Principle
- Notion
- Webflow
- [The next big design tool]

## // RECOGNITION

### Q4 MVP Award

McAfee / 2019

### Employee of the Year

Mindstix Labs / 2016

### Best Student

MIT Institute of Design / 2014

## // EXPERIENCE

### McAfee

#### Senior Product Designer - Consumer / Apr 2019 - Present

Product design lead for McAfee's core consumer PC and web products. Responsible for the end-to-end customer journey across touchpoints with a focus on acquisition, retention, and growth.

**Feb '21** - Design lead for Total Protection/LiveSafe flagship PC applications.

**Oct '20** - Design lead for the core Identity Protection Service, including touchpoints across various core PC and web offerings. (currently in public beta)

**Apr '20** - Design lead for WebAdvisor safe browsing product with a 70+ million user base. Drove YoY uplifts in acquisition (%22), retention (18%), and revenue (14%)

**Jan '20** - Product designer for in-house Unified Authentication / Single Sign-On feature.

**Nov '19** - Part of the team that defined the next-generation McAfee experience that was showcased at CES 2020, and won the Q4 2019 Company MVP award.

### Mindstix Labs

#### Creative Director / Jan 2018 - Nov 2018

Led the 12+ member product design practice. Managed delivery and engagement across our client roster and projects, as well as internal design operations, process, workflow, and hiring. Core member of the digital transformation leadership, involved in building relationships - frequently traveling to meet clients, kickoff projects, and facilitate design thinking. Clients included VMware, Estée Lauder, Tom Ford Beauty, and MAC Cosmetics.

#### Lead Product Designer / Jan 2016 - Dec 2017

Built, led, and scaled the 5+ member product design team with focus on Design and delivery management. Lead designer for Staples' flagship iOS/Android/Mweb apps and VMware's internal Pulse Suite of mobile apps for Executives, Partners and Sales.

#### UX Designer / Oct 2013 - Dec 2015

As the only designer in an engineering-led agency, created mobile + web experiences for clients across domains like IT, Enterprise, B2B, Supply Chain and Banking. Leveraged my programming education to collaborate with developers and create an internal UI component library with the aim to develop enterprise app interfaces in under 30 days.

## // EDUCATION

### MIT Institute of Design

Master of Design (User Experience Design) / 2011 - 2014

### Maharashtra Institute of Technology

Bachelor of Computer Application / 2007 - 2010

## // EXTRAS

### Noiseware

#### Guitarist + Art + Design / 2009 - Present

Co-wrote the band's 2018 Apple Music Editor's Choice LP 'Clouds At Last'. Designed the band's identity, artwork, merchandise, and developed the website.