

Shreyas Achar

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SUMMARY

Product Design & Strategy Consultant with over 3 years of experience working with multiple start-ups and small teams, to design and develop digital products for various markets.

Prior experience of over 5 years in Business Development, Sales, and Relationship Management in the Enterprise IT Services industry.

Product Design • Business Strategy • Technology Consulting • Business Development • Enterprise Sales

EXPERIENCE

Co-founder, Doer Studio

Feb 2014 - Present

Doer Studio is a digital product consulting firm helping product teams with their design and strategy requirements.

- Consulted on design and strategy for digital products in EdTech, FinTech, IT Services and Lifestyle space.
- Built scalable Design Systems using modern principles and helped develop front-end frameworks based on the same.
- Designed wireframes, mock-ups, assets, interfaces & interactions as part of the service offering, based on user research and market surveys.
- Improved user-experience and conversion rates through analysis and interpretation of Market Research, A/B Tests and Data Analytics.
- Worked with teams varying in size and skill-levels to achieve their product development goals.
- Devised Business Development and Go-to-Market Strategies with founders and product-leads enabling them to collectively raise over USD 100K in funding.
- Envisioned and developed Doer - A personal productivity app that allows users to add rich data to their calendar events.

Senior Consultant, Shell Networks & Solutions Ltd

Feb 2012 - Feb 2014

- Consulted on design and deployment of large-scale enterprise solutions including Business Video and other technologies for clients in

Government, Manufacturing, BFSI and Education and Healthcare Industries worth INR 20 Cr.

- Worked extensively with partner organisations to assess and adopt new technologies and solutions for the division.
- Set up practices and implemented systems for customer relationship management, and internal process optimisation
- Assisted with internal performance audits and introduction of tools and practices to enhance sales, customer relationship, reporting and project management.

Business Development Manager, Shell Networks & Solutions Limited

Nov 2009 - Feb 2011

- Built and managed the Business Video division across all branches in India, from inception to revenue over INR 5 Cr, within 2 years.
- Led a team of 12 skilled Sales, Project Management and Engineering professionals across multiple branches.
- Worked on projects for clients in Education, Telecom, Oil & Gas, IT Services, BFSI and Healthcare.
- Added multiple organisations to the partner ecosystem to enable better solution design and added profitability.
- Led the first fully certified team on Cisco DMS Technologies, in Asia.
- Awarded for Contributions to Emerging Technologies by Cisco Systems.

EDUCATION

Indian School of Business, Hyderabad

2017 - 2018

Master of Business Administration (PGPpro) - Strategy & Leadership

SASTRA University, Thanjavur

2005 - 2009

Bachelor of Technology (B-Tech) - Computer Science

ADDITIONAL

- Pro-bono consultant for multiple non-profit organisations
- Fluent in English, Hindi, Kannada & Telugu