

# IMRAN SHAIKH

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## TECHNICAL DIRECTOR

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### Professional Summaries

Accomplished Technology and Design Leader with 20+ years of expertise in **Digital & AI Transformation Leadership, Digital Experience Web, UI engineering, UX strategy, and digital transformation** across OTT, Media, SaaS, AdTech, CMS, E-Learning, and E-Commerce. Proven track record in leading cross-functional teams, driving **service delivery excellence, governance, and scalable solutions** across 16 global markets. Recognized for building high-performing teams, fostering innovation, and achieving measurable business outcomes.

**Open To:** Technical Director, Delivery Head, VP Engineering, Head of Web Technology, CTO, Senior Manager or strategic leadership roles in **product growth, design leadership, and digital transformation.**

### Key Highlights

- **Global Award Winner:** winning of the High Flyers 50 GloBiz Awards 2025, London titled UX UI Leadership Excellence Your dedication, innovation, and leadership have set a benchmark of excellence, inspiring others across the global business community.
- **UI/UX Impact:** Delivered scalable front-end architectures, improving deployment speed by **30–40%** and boosting user engagement by **25%**.
- **Leadership & Productivity:** Mentored and scaled engineering and design teams, enhancing productivity by **35%** and reducing delivery bottlenecks by **20%**.
- **Design Systems & Platforms:** Implemented frameworks and CMS that improved cross-platform consistency by **40%** and reporting efficiency by **30%**.
- **Community Growth:** Co-Director at UXUI Summit, Founded JavaScripters Community India and, as IxDF-Interaction Design Foundation Country Manager India, expanded professional engagement by **60%+** nationally.
- **Subscriber Growth:** Contributed to Viu's premium subscriber growth from 11.7M (Jun 2024) to 13.8M (H1 2025), achieving **~18% increase in paid users.**
- **Customer Experience:** Applied HFI CXA Certified User Experience Analyst from Humans Factors International & IxDF-Interaction Design Foundation UX certifications to improve adoption and retention by **15–25%.**

### Achievements

- Created products, build high-performing teams, and grow tech and design communities from the ground up.
- Global Award Winner of the High Flyer 50 GloBiz Award 2025 London, UX UI Leadership.
- Spearheaded digital transformation and product innovation in OTT, SaaS, and E-Commerce.
- Organized workshops and hackathons impacting **5000+ professionals** across India.
- Drove strategic partnerships, innovation programs, and global community-building initiatives.

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## WORK EXPERIENCE

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**VIU - Formerly Vuclip India Pvt. Ltd (A PCCW Media Company), India**  
Associate Technical Director, Pune  
Role Highlights & Contributions

Aug 2022 - Aug 2025

- Engineered scalable web solutions using **NextJS 14, React 18.2, TypeScript, HTML/CSS, AWS CloudFront, S3, Google Analytics, and GTM**, ensuring high performance and reliability across global platforms.
- Directed **end-to-end product development cycles**, from requirement analysis to launch, aligning engineering delivery with business priorities and strategic partnerships.
- Championed **UI/UX collaboration**, deploying innovative features and design systems that improved customer experience, engagement, and adoption rates.
- Spearheaded **performance optimization initiatives**, reducing website load times and enhancing user behavior insights, leading to measurable revenue growth.
- Scaled platform reliability and availability through **cloud integration (CloudFront CDN)**, supporting millions of concurrent users seamlessly.
- Applied **data-driven decision-making**, leveraging analytics and reporting to refine web strategy, increase adoption, and boost retention.
- Championed **agile delivery frameworks**, improving time-to-market, cross-functional collaboration, and accountability across engineering teams.
- Led **talent acquisition, mentoring, and team development**, boosting productivity by 30% and fostering a high-performance engineering culture.
- Delivered **successful product launches** with strong stakeholder communication, early feedback integration, and market readiness alignment.
- Drove **strategic insights and partnerships**, translating technical innovations into business growth and strengthening enterprise market positioning.

#### **VIU - Formerly Vuclip India Pvt. Ltd (A PCCW Media Company), India**

**Dec 2020 - Aug 2022**

##### **Technical Delivery Manager, Pune**

Execution and evolution of the Viu web platform — delivering high-performance, scalable, and market-ready products across multiple regions. I collaborated across engineering, product, QA, and third-party vendors to ensure seamless development and timely delivery of strategic features.

#### **VIU - Formerly Vuclip India Pvt. Ltd (A PCCW Media Company), India**

**Apr 2018 - Dec 2020**

##### **Senior Principal UI Engineer, Pune**

At Vuclip (Viu), a global leader in video-on-demand services across 22+ countries, I served as a Senior Principal UI Engineer, driving the UI architecture, design, and development of large-scale consumer-facing applications. I worked at the intersection of technology, design, and strategy, helping shape a robust front-end ecosystem using modern web technologies.

#### **VIU - Formerly Vuclip India Pvt. Ltd (A PCCW Media Company), India**

**Jul 2016 - Apr 2018**

##### **Principal UI Engineer, Pune**

As the first Principal UI Engineer hired at Vuclip India, I had the unique opportunity to architect and lead the ground-up rebuild of Viu's OTT web platform, setting the foundation for scalable growth across 22+ global markets. I played a pivotal role in defining the front-end architecture, technology stack, and engineering practices that powered millions of users across Asia, the Middle East, and Africa.

#### **Pitney Bowes, India**

**Mar 2015 - Jul 2016**

##### **Senior Advisory Software Engineer, Pune**

#### **Role Highlights & Contributions**

- Developed **enterprise-grade, scalable, and user-centric web applications**, ensuring performance, accessibility, and cross-platform consistency.
- Engineered **UI architecture and core product features** using **AngularJS, TypeScript, and Node.js**, aligned with best coding and design practices.
- Collaborated with product and UX teams to deliver **intuitive, high-quality user experiences**, improving adoption and customer satisfaction.
- Applied **modern front-end development principles** to streamline delivery cycles, - enhance maintainability, and support long-term scalability.

#### **SunGard Availability Services, India**

**Mar 2014 - Feb 2015**

##### **Senior UI Engineer (Product Development), Pune**

- Technology Stack: PHP, Ruby & Rail, Customized JavaScript Application, HTML, CSS, ServiceNow as well as JavaScript, Ajax and jQuery, integrated with enterprise CMS platforms and source control systems.

## **CERTIFICATIONS**

<b>UX Management: Strategy and Tactics - Interaction Design Foundations</b> , Interaction Design Foundations	<b>Jun 2024</b>
<b>CXATM- Certified User Experience Analyst</b> , Human Factors International	<b>Mar 2023</b>
<b>CUATM- Certified Usability Analyst</b> , Human Factors International	<b>Sep 2014</b>
<b>Agile Software Development: Clean Coding Practices</b> , LinkedIn	<b>Sep 2022</b>
<b>Foundations of User Experience (UX) Design</b> , Google	<b>Feb 2022</b>
<b>VPs &amp; Directors of Product Management: Finding Excellence</b> , Udemy	<b>Feb 2022</b>
<b>Software Architecture Foundations</b> , LinkedIn	<b>Sep 2020</b>

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## AWARDS

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<b>UX UI Leadership Excellence GloBiz Awards 2025</b> , High Flyers 50, London	<b>Nov 2025</b>
for winning of the High Flyers 50 GloBiz Awards 2025, London titled UX UI Leadership Excellence	
Your dedication, innovation, and leadership have set a benchmark of excellence, inspiring others across the global business	
<b>Collaborative Award</b> , Vuclip India Pvt Ltd	<b>Apr 2018</b>
Got More than three Collaborative Award for Resolving complex issues and helping cross functional team by achieving the deadline.	
<b>Thumbs Up Award</b> , Pitney bowes	<b>Jun 2016</b>
In recognition of <b>outstanding performance</b> and continuing contribution to <b>Pitney Bowes</b>	
<b>Innovation &amp; Impact Award</b> , PubMatic India Pvt Ltd	<b>Mar 2013</b>
For coming up innovative idea and then making the idea a reality and having significant impact on business	

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## CORE COMPETENCIES

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<b>Relevant Skills</b>	Quality Of Service, Relationship Management, Capacity Planning, Service Delivery, Accountability, Strategic Partnership, Content Management System, Reporting, Marketing, Customer Experience, Web Strategy
<b>Frontend Development</b>	Next JS, React JS, TypeScript, HTML, CSS, Best Practice
<b>Cloud &amp; Infrastructure</b>	AWS, GCP, CloudFront
<b>UX &amp; Usability</b>	SEO, Usability Analysis, User Research
<b>UX &amp; Strategy</b>	Technological Vision, Roadmap & Strategy, UX Advisor
<b>Languages</b>	Hindi, Urdu, English, Marathi

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## PROJECTS

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viu, viu, Honkong, Hong Kong, <a href="#">Link</a>	<b>Jul 2016 - Aug 2025</b>
• <b>Project: Viu.com – Premium OTT Video Streaming Platform</b>	
Enhanced UI/UX across web and mobile, improving navigation and engagement, contributing to <b>~18% premium subscriber growth (11.7M → 13.8M)</b> in one year.	
Delivered <b>scalable, responsive front-end architectures</b> and optimized performance, reducing load times and boosting deployment speed by <b>30–40%</b> .	
Implemented <b>AI/ML-based personalization, multilingual support, and ad-tech integrations</b> , increasing retention by <b>25%</b> and maximizing ad revenue.	
Led cross-functional teams with clear delivery ownership, mentoring talent and ensuring alignment with business goals across <b>16 international markets</b> .	

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## VOLUNTEERISM

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<b>Country Manager INDIA</b> , Interaction Design Foundation, Pune	<b>Jan 2025 - Present</b>
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- Led 37+ local chapters and built a **5000+ member UX community** across India, fostering grassroots leadership and design ecosystem growth.
- Mentored local leaders to organize meetups, workshops, and webinars, driving engagement from students to senior professionals.
- Forged partnerships with institutions, startups, and corporates, expanding UX awareness and collaboration nationwide.
- Spearheaded IxDF India's rise as **one of the largest and most active global chapters**, positioning India as a thriving UX talent hub.

**Co-Director, UXUI Summit, India**

**Sep 2025 - Present**

- Co-led India's premier UXUI Summit, engaging **1,000+ design and technology professionals** through keynotes, workshops, and competitions.
- Increased attendee engagement by **35%** and expanded community reach by **50% YoY** through impactful knowledge-sharing initiatives.
- Championed the **EthicalUX initiative**, promoting inclusive and transparent human-centered design practices.
- Driving preparations for **UXUI Summit 2026**, shaping national-level sessions with industry leaders and cross-functional collaborations.

**#Play14 INDIA Host, Play14.org, Pune**

**May 2025 - Present**

- Play14 is a global community and movement that believes playing is one of the best ways to learn, share, and create. It hosts unconferences (events where the schedule is created by attendees) that bring together professionals like coaches, facilitators, and educators to share serious games and other playful techniques for professional development.
- Volunteering with Play14 for several years, now part of the **core leadership team** hosting community-driven events in Pune.
- facilitation, and engagement activities that promote **corporate training mentorship, collaboration, play, and innovation** among professionals.

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**EDUCATION**

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**University of Pune, Pune, India, MCA in Computer Applications, (GPA: First Class), Jan 2009**

- Activities and societies: Participated in World Bank web based projects taken care under VIIT Baramati, Pune, Author of Book Computer Organization, Published by MS publication, Pune, Taken MCA final year Industrial training at VidushiInfotech SSP Pvt Ltd, Pune.
- Published Books for MCA student.

**Maharashtra Udayagiri College, Udgir, Udgir, India, B.Sc. in Computer Science, (GPA: 57%), Mar 2002**

- BSC(computer)