

IMRAN SHAIKH

+919923820706 | shaikhimran786@gmail.com | Pune, Pune, Maharashtra, India |
Open to Remote, Relocate, Hybrid, Travel, On-Site |
[LinkedIn](#) — Director of AI Technology & Product Experience | [Portfolio](#) | [linktr](#)

DIRECTOR OF AI TECHNOLOGY & PRODUCT EXPERIENCE

Director-level AI Technology and Product leader specializing in Generative AI and AI strategy for Product Design and Development, with 20+ years delivering productization, platform architecture, and product experience across OTT, Media, SaaS, AdTech, CMS, E-Learning, and E-Commerce. Proven track record of scaling cross-functional teams and building high-performing engineering and design organizations that drive measurable impact — improving deployment speed by 30–40%, increasing user engagement by 25%, and contributing to ~18% paid subscriber growth. Skilled in productizing AI capabilities, shaping platform roadmaps, and leading cross-functional delivery to translate AI strategy into business outcomes.

WORK EXPERIENCE

Lemma Technologies (i) Pvt Ltd, India
Director of AI Technologies & Product Experience, Pune

Dec 2025 - Present

Responsible for defining and driving the AI, product experience, and engineering strategy across Lemma platforms, with focus on scalable technology architecture and high quality user experience for global DOOH advertising products.

- Challenge: Campaign planners and advertisers struggled to discover inventory and extract actionable insights from campaign data. Action: Led adoption of generative AI and machine learning features to surface recommendations for campaign planning and inventory discovery. Result: Improved campaign planning efficiency and product intelligence, accelerating decision-making for advertisers.
- Challenge: Enterprise advertising products required consistent, scalable UX to support diverse workflows. Action: Defined product experience strategy for UX, UI architecture, and design systems aligned to enterprise needs. Result: Standardized interfaces that reduced design friction and improved cross-product consistency.
- Challenge: Platform performance and scalability limited feature rollout. Action: Guided engineering to architect scalable, performant, and secure web and signage platform capabilities, including ML-ready platform patterns. Result: Enabled reliable delivery of AI-driven features at production scale.
- Challenge: Manual workflows and limited automation slowed product teams. Action: Drove adoption of generative AI and automation across workflows to augment product intelligence and reduce manual effort. Result: Streamlined operations and increased team productivity.
- Challenge: Inconsistent UX reduced end-user effectiveness. Action: Established UX and usability standards and data-driven guidelines to inform interface decisions. Result: Created more consistent, measurable user experiences across products.
- Challenge: Product and engineering teams needed upskilling in interface design and usability engineering. Action: Mentored UI engineers and product teams on usability engineering and interface architecture. Result: Elevated team capability and improved handoff between design and engineering.

VIU - Formerly Vuclip India Pvt. Ltd (A PCCW Media Company), India **Aug 2022 - Aug 2025**
Associate Technical Director, Pune

Engineered scalable web platforms and led end-to-end product delivery across global markets using Next.js, React, TypeScript, and AWS.

- Challenge: Teams needed scalable front-end solutions to support global traffic. Action: Led engineering of scalable web solutions using Next.js, React, TypeScript, and CloudFront CDN. Result: Delivered platforms that supported increased traffic and international rollout.
- Challenge: Product delivery lacked alignment to strategic business goals. Action: Directed end-to-end product development, aligning delivery with business priorities and partner requirements. Result: Improved time-to-market and ensured features supported revenue objectives.
- Challenge: Low engagement due to inconsistent UI/UX. Action: Championed UI/UX collaboration and established design systems to boost adoption. Result: Increased customer engagement and simplified product maintenance.
- Challenge: Slow page loads and suboptimal performance impacted revenue. Action: Spearheaded performance optimization initiatives focused on load-time and runtime improvements. Result: Reduced load times and drove measurable revenue impact.
- Challenge: Platform outages and scaling limits threatened availability. Action: Scaled platform reliability and availability through cloud integration and operational improvements. Result: Improved uptime and supported millions of users reliably.
- Challenge: Team productivity and capability needed improvement. Action: Mentored teams and led hiring efforts. Result: Improved productivity by 30% through coaching and targeted hires.

VIU - Formerly Vuclip India Pvt. Ltd (A PCCW Media Company), Dec 2020 - Aug 2022
India
Technical Delivery Manager, Pune

Executed and evolved the Viu web platform to deliver performant, scalable products across multiple regions through cross-functional collaboration.

- Challenge: Platform performance and governance limited growth. Action: Led technical delivery for scalability, performance, governance, and service reliability. Result: Improved platform readiness for regional expansion.
- Challenge: Cross-functional coordination impacted release schedules. Action: Managed cross-functional teams and resource allocation to meet release deadlines. Result: Consistently met deliverables and release commitments.
- Challenge: Code quality risks threatened delivery. Action: Oversaw coding standards and reviews to ensure high quality implementations. Result: Reduced defects and increased maintainability.
- Challenge: Unclear capacity needs for future traffic. Action: Owned architecture diagrams and capacity planning for future growth. Result: Positioned the platform to handle anticipated scale.
- Challenge: Product requirements and delivery were misaligned. Action: Coordinated requirements with product owners to align deliverables with business goals. Result: Delivered features that matched stakeholder expectations.

VIU - Formerly Vuclip India Pvt. Ltd (A PCCW Media Company), Apr 2018 - Dec 2020
India
Senior Principal UI Engineer, Pune

Drove UI architecture and front-end development for large-scale consumer apps across 22+ countries, using modern web technologies and CMS integrations.

- Architected scalable UI solutions with React and CMS integrations for international markets.
- Led POCs and feasibility studies to drive early innovation and stakeholder buy-in.
- Built UI frameworks focused on maintainability, performance, and engagement.

- Delivered production-quality code under tight timelines ensuring responsiveness and accessibility.
- Conducted technical sessions and mentoring to uplift engineering capability.

VIU - Formerly Vuclip India Pvt. Ltd (A PCCW Media Company), Jan 2016 - Apr 2018
India
Principal UI Engineer, Pune

Architected and led the ground-up rebuild of Viu's OTT web platform, enabling scalable growth across 22+ markets.

- Led UI product architecture and development using Angular and modern JavaScript stacks.
- Collaborated with Product and UX to deliver performant, user-friendly web interfaces.
- Created implementation roadmaps and ensured technical feasibility and delivery.
- Implemented production-ready POCs with focus on performance, scalability, and compliance.
- Mentored engineers and enforced coding standards and best practices.

Pitney Bowes, India Mar 2015 - Jul 2016
Senior Advisory Software Engineer, Pune

Delivered enterprise-grade web applications and UI architecture using AngularJS and TypeScript, aligned to product and UX goals.

- Developed enterprise-grade, scalable web applications using AngularJS and TypeScript.
- Engineered core UI architecture and reusable components to improve maintainability.
- Collaborated with UX and product to deliver intuitive, high-quality user experiences.
- Ensured consistent code quality and performance through reviews and testing.

CERTIFICATIONS

Certified Artificial Intelligence Consultant (CAIC™), United States Artificial Intelligence Institute (USAII®) **Apr 2026**

Certified ISO 13485:2016 Lead Auditor, BQSR Quality Assurance Pvt. Ltd. **Nov 2025**

UX Management: Strategy and Tactics - Interaction Design Foundations, Interaction Design Foundations **Jun 2024**

VPs & Directors of Product Management: Finding Excellence, Udemy **Feb 2022**

CXA™- Certified User Experience Analyst, Human Factors International **Mar 2023**

Foundations of User Experience (UX) Design, Google **Feb 2022**

CUA™- Certified Usability Analyst, Human Factors International **Sep 2014**

Agile Software Development: Clean Coding Practices, LinkedIn **Sep 2022**

Software Architecture Foundations, LinkedIn **Sep 2020**

AWARDS

UX UI Leadership Excellence GloBiz Awards 2025, High Flyers 50, London **Nov 2025**

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

Collaborative Award, Vuclip India Pvt Ltd

Apr 2018

Got More than three Collaborative Award for Resolving complex issues and helping cross functional team by achieving the deadline.

Thumbs Up Award, Pitney bowes

Jun 2016

In recognition of **outstanding performance** and continuing contribution to **Pitney Bowes**

Innovation & Impact Award, PubMatic India Pvt Ltd

Mar 2013

For coming up innovative idea and then making the idea a reality and having significant impact on business

CORE COMPETENCIES

Relevant Skills Quality Of Service, Relationship Management, Capacity Planning, Service Delivery, Accountability, Strategic Partnership, Content Management System, Reporting, Marketing, Customer Experience, Web Strategy

Frontend Development Next JS, React JS, TypeScript, HTML, CSS, Best Practice

Cloud & Infrastructure AWS, GCP, CloudFront

UX & Usability SEO, Usability Analysis, User Research

UX & Strategy Technological Vision, Roadmap & Strategy, UX Advisor

AI & Product Leadership Generative AI, AI Strategy, ML Productization, Product Roadmapping, Design Systems, UX Strategy, Stakeholder Management

Platform & Engineering Next.js, React, TypeScript, AWS, GCP, Cloud Architecture, Scalability, Performance Optimization

Languages Hindi, Urdu, English, Marathi

PROJECTS

viu, viu, Honkong, Hong Kong, [Link](#)

Jul 2016 - Aug 2025

- Led integration of AI/ML personalization and multilingual recommendation models across 16 markets, raising content relevance and increasing retention by ~25%.
- Directed a UI/UX and responsive frontend rebuild for web and mobile that contributed to ~18% premium subscriber growth (11.7M → 13.8M) in one year.
- Architected scalable front-end systems and performance optimizations that improved release velocity by ~30–40%, enabling faster delivery of personalized experiences.
- Delivered ad-tech and monetization integrations in partnership with product and backend teams to maximize revenue while preserving a high-quality user experience.

VOLUNTEERISM

Country Manager INDIA, Interaction Design Foundation, Pune

Jan 2025 - Present

- 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.

EDUCATION

University of Pune, 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)