

# Priyank Sharma

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## Summary

I have an absolute unwavering passion for design. Over the last 16 years, I have built a strong experience in design across various industries spanning advertising, e-commerce, media, television, telecom, etc. Not only restricted to design, but I also bring forth a powerhouse of front-end development skills which help me see through projects right from conceptualisation to launch.

I acknowledge the importance of a good work ethic which plays an important role in getting any job done. Being highly organised, I can prioritise and allocate resources, both human and material, to best effect. Being articulated and confident helps me be a strong and practised communicator while using initiative and time management helps me establish stable relationships at all levels.

## Experience



### Design Leader

Koo

Sep 2021 - Present (1 year 7 months)

Building social experiences for the next billion.



### Head of Design & Experience

Moj Lite +

Apr 2020 - Sep 2021 (1 year 6 months)

Building the next-generation video sharing platform for India.



### Head of Design & Experience

MX Player

Apr 2018 - Sep 2021 (3 years 6 months)

Building entertainment experiences for over 80M daily users employing leadership and collaboration, towards building a larger than life product.



### Head of Design

Disney+ Hotstar

Nov 2014 - Apr 2018 (3 years 6 months)

Designing consumer experiences for Hotstar via effective interfaces and user journeys across screens and platforms, towards building a solid world-class product.



### Web Management

Vodafone

Feb 2014 - Oct 2014 (9 months)

Managing design and technology for Vodafone's digital assets together with various partners viz. OgilvyOne, Tata Consultancy Services, PennyWise Solutions, internal stakeholders and circle teams.



## **Design & Technology**

Sony Pictures Networks India

Oct 2012 - Oct 2013 (1 year 1 month)

End-to-end designing, production work and managing technology for Sony LIV and its various child properties viz. Kaun Banega Crorepati, Indian Idol, Filmfare Awards, Comedy Circus and Extra Innings T20.



## **Art Direction**

L&K Saatchi & Saatchi

May 2012 - Oct 2012 (6 months)

Managing the entire creative process for prestigious clients like Godrej, Tata Capital, Bombay Dyeing and GVK. Also extending creative support on their social media platforms.



## **Creative Direction**

Coral Hub Limited (formerly Vishal Information Technologies Limited)

Jul 2010 - May 2012 (1 year 11 months)

Building the e-commerce brand from scratch and designing the entire user experience for the online store. Along with full creative support for marketing, social media and print.



## **Rich Media Design**

Yahoo

Jul 2007 - Jul 2010 (3 years 1 month)

Managing the entire IMVironment India business from a design & technology point of view. And providing advertising solutions to almost every brand out there in the market.



## **Web Design**

Tribal Worldwide

May 2006 - Jun 2007 (1 year 2 months)

Managing the entire creative process for prestigious clients like British Telecom, TimesJobs, Simply Marry and Honda. Also extending creative support on their social media platforms.

## **Licenses & Certifications**



**Made for India - Google Play**

36712635



**Store Listing Certificate - Google Play**













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## **Skills**

Leadership • People Management • Mentoring • User Interface Design • Web Design • Online Advertising • Digital Strategy • E-commerce • Social Media • Digital Marketing

## Honors & Awards

-  **Hotstar – Apple TV App Of The Year - Apple India**  
Dec 2016
-  **Real Estate Sector for Godrej Properties - Asian Leadership Awards 2012**  
2012
-  **Abby Silver & Abby Bronze for Aila! Tendulkar (MTV India) - The ABBY Awards**  
2007
-  **MX Player – Best Mobile App of the Year - Mobexx 2019**  
Nov 2019
-  **MX Player – Best Mobile App for Video, Entertainment & Sports - Mobexx 2019**  
Nov 2019
-  **MX Player – #1 Breakout Video Streaming App of 2019 - App Annie**  
Jan 2020
-  **MX Player – Top Entertainment App of 2019 - FICCI-EY**  
Mar 2020
-  **MX Player – OTT Platform Of The Year - SPOTT Awards 2020**  
Jun 2020
-  **MX TakaTak – Best Apps of 2020 - Google Play**  
Dec 2020
-  **Koo – Hottest Emerging Digital Product: APAC - Amplitude**  
Nov 2021
-  **Koo – Best Mobile App in Social & Networking - Mobexx 2022**  
Dec 2022
-  **Koo – India’s Emerging Software Product Companies - NASSCOM Emerge 50 Awards 2021**  
Jan 2022