Anand Doshi • Design Engineer

Hi there! Here's a distillation of my contributions from the past 15+ years.

SELECTED WORK EXPERIENCE

Design Technology Lead • Block (Square) • 2020 – Present

Spearheaded multiple high-impact projects for Square's website while balancing IC work with management (in the latter half) of 3 Design Technologists.

Leadership • Helped shape the Design Technology function at Block, and facilitated a community of 19 DTs. Influenced org structure for DTs and Engineers. Conducted 75+ hiring interviews. Crafted a cohesive vision for Square's Public Web platform.

Design Systems • Led a cross-functional squad to launch a new Design System for Square's Public Web. Collaborated on Square's motion guidelines, and created a responsive scroll-based animation framework that increased user engagement. Architected CMS components and UX-enhancing plugins.

Public Web Presence • Contributed to the mid-2024 vision and redesign of Square's site experience. Built core pages across global markets including homepage, pricing, and Why Square. Implemented Square's Design blog and improved Townsquare blog. Prototyped a global search feature with AI-generated answers.

Architecture and Reliability • Shaped the architecture of Square's headless CMS (Contentful) and rendering web server. Implemented an improved blogging engine in the CMS. Enhanced Optimizely-based experimentation, lighthouse performance scores, and event tracking capabilities. Improved platform reliability through holistic testing strategy and deployment checklists.

Sr. Design Technologist • Plenty • 2018 – 2020

Designed and developed specialized interfaces for an automated hydroponic farm, through a software system built on sensors, actuators, big-data, applied machine learning, and micro-services.

Research • Collaborated with members of operations, management, and engineering teams to establish their needs and goals.

Design • Iterated on wireframes and high-fidelity interactive mockups for planning crop placement, scheduling environmental controls, and monitoring conditions in the farm.

Development • Implemented intuitive direct manipulation interfaces using React, Redux, and D3.js. Developed reliable back-end APIs in Java and Python to communicate with various micro-services.

CTO & Full-Stack Engineer • Frappé Technologies • 2011 – 2016

Designed and developed Frappé: a web-application framework based on Python and JavaScript, and ERPNext: an open-source business platform.

Design • Made sweeping changes and iterative improvements to the user interface of ERPNext over its first 7 versions. Enhanced user flows, content, interactivity, audio-visual feedback, and animations.

Development • Implemented meta-data driven layout with reactive UI components, transactional email system, analytics module, realtime notifications, permissions engine, and plugin architecture.

Cloud Infrastructure • Architected and developed Frappé Central: an automated system for deploying updates over distributed servers.

Leadership • Spearheaded pricing tiers, cloud infrastructure, and security. Mentored new employees in the technology stack.

CONTACT

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Home: San Francisco, CA

EDUCATION

University of Michigan • 2018
Human-Computer Interaction
Master of Science in Information
Merit Scholarship

Mumbai University • 2009
Electronics & Telecommunication
Bachelor of Engineering
Graduated with Distinction

SKILLS

Prototyping, HTML / CSS, JavaScript, Svelte, React, D3.js, Interaction Design, Visual Design, Motion Design, UX Research, Information Architecture, Accessibility, Ruby, Python, Java.

OTHER WORK EXPERIENCE

Design Intern • IBM Research
Conducted contextual user research interviews, explored diverse concepts, created storyboards, and iteratively designed and developed an interactive website for a non-profit organization, as part of Science for Social Good Initiative.

Graduate Student Instructor • University of Michigan
Instructed undergraduate and graduate students in programming courses for 4 semesters. Created course content and assignments, graded multiple projects, and provided ad-hoc guidance to students.

Systems Engineer • Infosys
Upgraded a highly customized Customer Relations Management platform for a major enterprise. Integrated a new reporting system, and created new business intelligence dashboards.