sameer dwivedi

Senior User Interface Lead | Communication Design Group, Infosys

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Me

• Senior User Interface Design Lead with 5 years experience working in UX methodologies, interaction design, usability heuristics, user research, usability and Eyetracking testing

• Worked on diverse range of web and desktop applications in various verticals like E-Commerce, Banking and Capital markets, Travel and Hospitality, Energy , Utilities, Mobiles and in-house IT systems

• Have worked extensively in establishing qualitative and quantitative usability process in Infosys

• Genuinely believe in creating design solutions which makes peoples life better

Education

B. Tech in ICT (Information and Communication Technology), DA-IICT (2002-2006)
B.Tech Thesis: Patterns for Information Architecture and Interaction Design

Work Experience

Communication Design Group, Infosys Technologies Limited, Bangalore, India (2006-till date)
Citi Private Bank, New York, USA (March'2010 - till date | From Infosys)
Tesco, London, UK (Oct - Dec, 2008 | From Infosys)

Clients

Coke [The Coca-Cola Company], Dnata [Dubai National Air Transport Association], Comcast Corporation, Sony Reader, CVS Pharmacy, Bank of America, Deutche Bank, MLC Australia, DHL, Sandisk, Loyalty Management UK, British Telecom, British Petroleum

Internships

Research Internship: Observer Research Foundation, New Delhi, India (May–July, 2005)
Industrial Internship: Reliance Infocomm, New Delhi, India (May-June, 2004)

Domains

Banking and Capital Markets, E-Commerce, Product Manufacturing, Travel and Booking, Energy and Utilities, Communication Services and other IT systems

Role and Responsibilities

• Deliver UI solution in global delivery model
• Gather requirements from clients, subject matter experts and users
• Manage and lead overall end to end design strategy, design process and effort estimations
• Work closely with strategists, product managers and engineers to create rich interfaces
• Persona creation and analysis, design information architecture , site maps and navigation diagrams
• Conceptual frameworks and high fidelity Wireframing
• Define interactions visually and verbally
• Define visual design specifications
• Plan, conduct and manage usability audits qualitatively and quantitatively
• Evangelize user experience

Skills

Design Tools

Photoshop, Illustrator, Visio, Flash Catalyst, Dreamweaver and Office suite

Design Process

User Interviews, Persona Creation and Analysis, Focus Groups, Competitive Benchmarking, Task Analysis, card sorting, navigation diagrams and High-Fidelity Wireframing

Usability Techniques

Heuristic Evaluation, Usability Testing and Eyetracking Testing

Area of Interest

Information Visualization, Usability Consultation, Design Research

Extra

• CDG Excellence Award in 'Innovation' category in 2008

• CDG Excellence Award for 'Beyond the Brief' category in 2009

• Speaker at STC Bangalore Un-conference at Sasken