



"I believe in supplementing the theoretical knowledge with practical results and real life conditions, and thus have always tried gain deeper insight into the finer aspects of the problems. And it is my constant endeavor to be in touch with published research reports and the on going research work in these fields.

bhartiamit

## Personal Details

Name	Amit Bharti
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## Academic Details

Qualification	Bachelors of Design (2003-2007)
College	Indian Institute of Technology (IIT) Guwahati, India
GPA	8.04/10

## Summary

- More than 3 years of IT experience designing user centered products.
- 4+ years of experience in designing web-based UIs (specially RIAs & Web 2.0).
- Practice User Centered Design methodology and contributed towards refining the process for user experience practice.
- Very diverse skill-set which includes technical proficiency in making web-based UIs, conducting user research, product planning, usability test planning, usability audit, creating high and low fidelity mock-ups.
- Actively involved in evangelizing user experience processes and working closely with product management, engineering to streamline design process.

## Areas Of Interest

HCI, User Interface (UI) design, Usability Engineering, User Experience Design.

## Work Experience

Design Consultant	Purple Raven Design, Pune Maharashtra (October 2010 – till Date)
Usability Consultant	Zensar Technologies, Pune Maharashtra (July 2007 – October 2010)
Research Assistant	University of Moncton, New Brunswick, Canada. (May - July 2006)
User Interface Designer	Media Lab Asia (Development Informatics Laboratory), IIT Bombay, India (May – July 2005) A cross disciplinary group working on research issues in increasing access of internet and communication technologies to rural and small towns in India.
Design Consultancy	UXI Labs: A Mumbai based User experience innovation lab.
HCI-Certification	Monsoon HCI-CEP (Continuing Education Programme) Course, IDC- IIT Bombay. CEP certified HCI professional.

## SKILLS

Software	HTML, CSS, JS, JQuery, Photoshop CS4, Illustrator CS4, Flash CS3, Dreamweaver CS4, 3DS Max 7, MS Office 2007 (Powerpoint, Word, Excel, Access, Frontpage), Windows 2003/XP(OS), Visio, Axure RP. Have also worked with softwares like Visual Basic, Processing, and Arena.
User Research Technique	Contextual interviews, Focus group, Personas, Use cases, Scenarios, Task analysis, Eye tracking, Think aloud protocol.
Usability Analysis	Heuristic Evaluation, Think Aloud Protocol, Cognitive Walkthroughs, GOMS Model.
Prototyping Skills	Low/high fidelity mock-ups and prototypes, thumbnails, card sorting, walkthroughs, information architecture, wireframes.

## ACTIVITIES

- Won the Excellence Award - 2009 in INDIVIDUAL CATEGORY for whole EAS Business Unit in Zensar Tech.
- Won the Excellence Award - 2008 in Consulting Practice.
- Won second prize in Motofwrd 2006 - seamless mobility competition for visualization of future communication, organized by Motorola amongst reputed institutes including IIT's and IIM's.
- Design team head for Alcheringa 2006 (The national level cultural festival of IIT Guwahati)
- Event Organizer: FUTURISTIC DESIGN COMPETITION at Techniche 2004.
- Won prizes in movie making, poster making at Manthan 2004-5-6 (The Inter Hostel cultural festival of IIT Guwahati)

# Work Summary

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Role	Number of projects
Team Lead	8
Usability Analyst/IA/UX Engg	20
Visual Design/Web developer	14

## Some projects...

- Barclay's Payment Manager (ICM): Aim of the project was to design an application which deliver a simple, focused solution to help small business manage the three key pain points of trade credit: bad debts, late payment and time wasted.
- NG-Global Web & Sharepoint Minor Works: Aim of the project was to identify and implement the additional functionalities across national grid websites.(US, Keyspan) to enhance user experience.
- Wikree: Aim of the project was to design an application which deliver a simple, focused solution to help small business manage the three key pain points of trade credit: bad debts, late payment and time wasted..
- CALISOFT Online Parts Sale: The aim of the project was to design a portal where the user can place an order for a particular part, and at the same time the admin user should be able to process the order and should be able to manage the vehicles and various articles present in the database.
- SYSMEX LIS(Lab Information System): The aim of the project was to convert a desktop based LIS to a web based application which will support the Lab process in performing the requested test. Labs are either a part of a Hospital or independent entities (Referral, Specialist etc.). The Hospitals typically have their own HIS (Hospital Information System) software, which interface with the LIS for ordering tests and obtaining results.
- Enterprise Compliance Platform v 5.6 - MetricStream: The aim of the project was to re-design an existing enterprise application for business (non-technical) users to manage their compliance-related activities. The application manages standard quality & GRC business processes, documents, etc and provides reports & dashboards for visibility.

# Testimonials

## Testimonials

"I believe Amit has been an asset to the Web Solutions team. His efforts have produced high quality results time and time again. His usability knowledge and technical skill has exceeded expectations."

Kathy Beardslee,  
National Grid – USA

"Amit's typical approach of looking beyond the obvious, quickly adapting to new technologies and willingness to work outside his scope; has helped him to create a good rapport with clients and lay the foundation for future UE engagements"

Anu Alurkar, Usability Practice Head, Zensar Technologies - India

"Amit was able to help deliver a complex project requiring a good deal of focus, organization and expectation management. He was able to recommend and implement logical, value-added interactions that lifted the overall user experience of the product. His contributions on the project management front were also well received, indicating his ability to lead and control projects, while being involved in an execution role."

Rajeev Sathe, Founder & CEO, Paper Plane, Mumbai, India