

Amit Bajaj

User Experience, User Interface, Interaction Design & more...

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I'm a UI/UX designer in India specialising in helping individuals and companies increase their market visibility by creating an eye-catching artwork. Always committed with the current design trends, I've worked internationally and A passionate interaction Designer with 11+ years' experience in User interaction, User Experience, and Graphic Designing, Mobile App in lots of domains like

E-Commerce, Travel, Social Network and Mobile application Design. I believe in the mere fact that anything can be made presentable and elegant with a bit of creativity. Any awesome design can grab my attention and make me search around on how it has been created. I firmly agree to attain deadlines at any cost even if it becomes necessary to make some sacrifices from my side. User Interface & user engagement for brands such as **Rehlat, Snapdeals, Cardekho, Onida Tothenew, TUI, Aman Group.** Expert in providing a compelling User Interface & User Experience to improve brand loyalty User experience and problem solving, are central to everything I do.

Specialized in User experience design for Mobile (iOS, Android) and Web Applications Design.



DESIGN PORTFOLIO

<https://www.behance.net/amitbajaj>
<https://amitbajaj2001.medium.com>



LINKEDIN PROFILE

<https://www.linkedin.com/in/amit-bajaj-8961a614/>

Software

XD, Photoshop, Illustrator, Wireframe Tools, Prototyping Tools, Interaction Design Tools

HTML, Javascript, CSS

Team Management

A Clear Communicator, Influential, Organized, Confident in the Team, Fair for everyone

Multimedia & Design

2005-2006

Multimedia Designing Specialization from ARENA Multimedia.

Diploma in Commercial Art.

Diploma in Graphic Art/ Print Making.

UX and Interaction

Qualitative and Quantitative User Research, Persona Design, Usability Testing, Competitive Analysis, Interaction Design, and Heuristic Design Principles

Education

Passed Senior Secondary from C.B.S.E Delhi.

Graduation (B. Com) from Delhi University.

Delhi University 2003 – 2006

The Interaction Design

Human-Computer Interaction - HCI Field Of Study
Human-Computer Interaction - HCI
Dates attended or expected graduation
2018 – 2019

Knowledge

Design Head & User Experience (Global)

● **Travelstart.com (African leading online travel company) - Jun 2020**

Mobile App and Website as UI/UX. Working on Product working closely with Business and Development Team

Currently, I am working with **Travelstart.com (African leading online travel company)** as Head Of Product Design.

I work on Mobile & Web platform. My job role includes designing interfaces for all sorts of Users to enable their buying decision. As part of my job, I do extensive user research, market analysis, persona creation and so on follow the design process.

I work very closely with CEO, Product Managers, Business analysts, tech teams and of course end users (User Interface) for any product solution.

Sr. UX & UI Sr. Manager

Rehlat (Travel domain For UAE market) - Dec 2018 – May 2020

Mobile App and Website as Lead UI/UX. Working on Product Research and Strategy, Communicating with Customers, Creating Product Roadmap and working closely with Business and Development Team

UX & UI Sr. Manager

Onicra Part of Onida Group - Apr 2016 – Dec 2018

Concepts Design, User Research, Wireframes, Prototyping, Usability testing, Product Design for Web and Mobile Applications.

Worked on there own Product.

UX & UI Creative Lead

Cardekho - Nov 2015 – Apr 2016

Concepts Design, User Research, Wireframes, Prototyping, Usability testing, Product Design for Web and Mobile Applications.

Worked on there own Product.

Sr. UI/UX Design Customer Experience

Snapdeal- Feb 2015 – Nov 2015

Hands on Working & UX teams to design & research next generation innovative web flows, mobile apps. Focused on improving the UX for product on Web, Mobile. Working on strategic Design & UX initiatives by defining UI standards, Brand guidelines, UI Designs. **Flash Sale** - India's Biggest Sale at Snap deal (**MICROMAX**, **Yureka**, **Cool pad**) etc. B2B & B2C Mobile App design template.

Creative Leadership

Tangerine Digital (Tothenew)- May 2014 – Feb 2015

I am leading designing team and working on Social Media based projects. I design for Web and Mobile app design such as Logos, Print, Micro website, E-mailers, Newsletters, Web Banners, Online/print advertisements, Social media visual designs etc.

Team Leader

Onkar Infotech- May 2013 – Apr 2014

Concept Design, Website and Marketing Campaign Design, UI Development with browser compatibility

Worked on TIME Tours, Asian DMC, ITPL, Senkay Tours and more then 40+

Senior Graphic Web Designer

TI Infotech Pvt. Ltd.-Feb 2008 – May 2013

Responsive Website Design, SaaS Product Design, eCommerce Website Design, eBay Store Design, HTML and Wordpress Integrations.

Worked on National and International Clients e.g, US, Australia & Middle East

Senior Graphic Web Designer

Aman Travels Limited- Jan 2007 – Feb 2008

Website Design, HTML, Flash Animations, Interaction for Design Feedback.

Graphic Web Designer

Rs Infotech- Jan 2006 – Jan 2007

Worked as Graphic & Web Designer

Design Process

