Define
Design
Disrupt

- Amit Kumar Tiwari

Introduction

About Me

Hi there! My name is Amit Kumar Tiwari. A problem solver, a design thinker and an amateur artist.

I work as a user experience designer at Hewlett Packard Enterprise. I have been designing solutions and digital experiences for more than seven years for brands like Apple, Boeing, Goldman Sachs and Microsoft to name a few.

Every morning run keeps me afresh for the day. Apart from being a fitness fan, I am an amateur artist, illustrator, and a photography enthusiast.

I am also passionate about entrepreneurship and I think start ups can bring happiness for the impoverished world through frugal innovation, so I keep experimenting.

Know more [about me here](.).
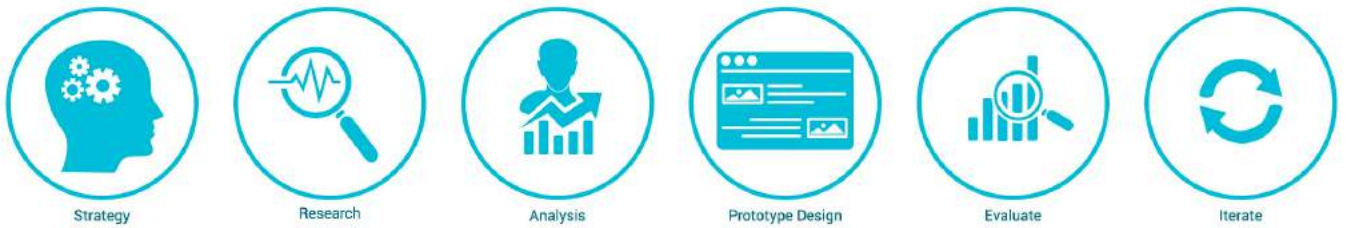
About
UX2DAY

UX2DAY

I run UX2DAY, a group which works towards promoting design and the value it creates for a sustainable business. There is a core group of three designers along with other advisory members and mentors.

UX2DAY is also working with number of startups by helping them introduce design into their DNA so that they can create better products and a happy customer ecosystem.

Design Process

Strategy   **Research**   **Analysis**   **Prototype Design**   **Evaluate**   **Iterate**

Processes evolve with time, constraints and other factors. Today, the design process has become more flexible, quick, agile and pragmatic. I emphasize on adopting the methods and activities which can create value, bring in innovative solutions and make an impact in the shortest time.

I redefine design approach for each project based on the different constraints of the projects. However, these are some of the activities, I practice regularly in almost all the projects -

Design Kick Off Meet   **Understanding Users/Context or Research**   **Collaborative Design with Designers/Non-Designers**   **LF Prototyping**   **Interactive Prototyping**

Thank you.
Let's start a project together!

Aux2DAY

Creating awesome future. By Design.