Amit Kumar Tiwari
Creative Lead (User Experience) at Photon Interactive

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Work Experience (4.8 Years)

Photon Interactive Pvt. Ltd., Bangalore, India
Currently Working as Creative Lead (UX Practice)
From Jul 2014

Infosys Limited
Worked as Senior User Experience Designer
From Aug 2013 To Jun 2014

Infosys Limited
Worked as User Experience Designer
From Jan 2011 To Jul 2013

Key Responsibilities-
- Strategy & Conceptualization for New Solutions
- Research & Analysis of Research Data
- Contextual Design Modelling & Designing IA
- Designing Interactions & Interactive Wireframes

These responsibilities have spanned across more than 25 challenging projects which involved multiple platforms devices and technologies. Recent projects have been shared in the document.

Education & Training

Bachelor of Technology
Computer Science & Engineering
WBUT Kolkata, India
From Jul 2006 To Jun 2010.

Training & Certifications
• Infosys Certified User Experience Professional
  User Experience Academy, Infosys Pune
• Windows 8 UX Design, Microsoft VA
• Infosys Certified Microsoft Tech. Dev., Infosys
• Certification in Business Plan Management
  Harvard Manage Mentor

Skills & Tools

Skill	Rating
Adobe Creative Suite (Ps, Ai, Fl)	●●●●○
Axure (+Other Wireframing Tools)	●●●●●
Google Analytics (For Research)	●●●●○
Usabilityhub.com	●●●●○
Creative Thinking	●●●●○
Aesthetic Sensibility & Arts	●●●●●
Sketching & Visual Comm.	●●●●●
Communication Skills	●●●●●

Talks, WriteUps & Conferences

UX INDIA 2014
Presented a talk on
"Data Visuaization Techniques"

UX Maturity Model in India(WIP)
Work In Progress - A paper
publication on " UXinization in Enterprises : A study on institutionalization of UX & UX Maturity Model in India"

Interests

Why Me?

One Man Team - With my knowledge about business processes, technologies along with the proficiency in designing, I bring an element of "one man team" to the organization.
Challenging Status Quo & Innovation - My knack to bring fresh ideas, critically analyse and refine the existing process & systems helps the organization get a competitive edge.

Recent Projects

UX Revamp of Scholastic global websites & microsites
A complete revamp of the global websites and its microsites introducing responsive design.
Key Responsibilities included the implementation of UX tools such as Heuristics Evaluation,
Competitive Analysis, Information Architecture and Interaction design
Key Deliverables included the Comparative and Competitive Analysis Document, Wireframes along with
the interactive prototypes.

Classical UX Process Implementation & Design of an Educational HTML5 Mobile App for a US Based world's largest and highest valued semiconductor chip maker.
Evaluated the web application on the basis of Neilson's Heuristics.
Introduction of UX Specification Document.
Key Responsibilities included structuring the Information Architecture, designing the interactions,
wireframing and designing the Visual Designs through multiple iterations.
Key Deliverables included HE Report, IA sheet, Wireframes, Visual Designs, Style Guides and Design Assets.
The project performance got the excellent client feedback.

Visual Design of a Claims Handling Application for One of the Largest Reinsurer.
Designed the interactions and the visual design for the application
Key Responsibilities was to redesign the application for a better usability in each perspective with not
so clear requirements at initial stage.
Key Deliverables included Visual Design, Style guides and the Design Assets.
The project recieved a star performance appreciation from the client.

End To End Design Solution of an application for desktops & mobile devices to monitor sales of a US based insurance giant.
Conceptualization of designing multiple dashboards for the products' sales across the globe at different
sales horizontal and vertical units.
Key responsibilities included executing interaction design and visual design.
Key deliverables were Wireframe design and visual designs for desktop and mobile devices.
The project performance got the excellent client feedback.

End To End Design of a web application for Incubating the students Ideas into Business Enterprises.
Following the classic model of UX process , starting from the conceptualization, user study till
designing wireframes and visual prototypes.
Key Responsibilities included the implementation of UX process – Strategy, Research,
Analysis and Design
Key Deliverables included Anaylsis Documents, Flow Models, Profiles and Personas, Scenarios,
Storyboards, Wireframes and Visual Designs.

End To End Design Solution of a web application for rural craftsmen to showcase, sell and promote their crafts worldwide.
Conducted user research using different Usability Tools such as User Surveys, Ethnography
and Contextual Enquiry.
Key Responsibilities included
-Strategizing about the product and the revenue model
-Conducting user and market research from business perspective,
-Designing the interactions considering the below average technical awareness of the users.
-Designing the visuals with a sense of indigenous feeling and cultural touch.
Key Deliverables included User Research Analysis, Product Research Analysis, Flow Models,
Profiles, Personas, Scenarios, Storyboards, Wireframes & Visual Designs