

SohajSinghBrar

UX DESIGNER / USER RESEARCHER / ILLUSTRATOR

sohajsinghbrar.com

sohajbrar@outlook.com

[My LinkedIn](#)

EXPERIENCE

Monotype Solutions | Interaction Designer

JUL 2014 - Present | Noida, India

Proposed creative business model for Monotype in consumer solution called 'MessageInStyles' using extensive user-centered study and market research. The project led to acquisition of Swyft Media firm. **Filed four patents**

Conceived another potential business model in consumer solution market named 'Owlle' that helps in simplifying day-to-day decision-making process

Created the experience for other projects some of which are: Auto Personalisation, A B2B ecommerce platform, Monotype Admin portal, Monotype's Big Data GUI, Adobe Indesign Plugin and desktop app for FontGalaxy software

Commonfloor.com | Interaction Design Intern

MAY - JUL 2013 | Bengaluru, India

Explored novel interactions and helped build the Map based property search portal for one of India's leading real estate startup. Also, conceptualized and prototyped interactive mobile app for brokers to manage their business tasks and their networks

Freelancing | Designer

2009 - 2014 | Roorkee, India

Worked in cross-media projects involving branding, illustrations and UI design for start ups and industry leaders such as CloudChowk, Ravi Sharma - Ex CEO Adani power, SAAR, H&B, Batliboy Corp, Saral Home, SBI, HDFC, IDBI and MTNL (3G) and other personal projects

NOTABLES

Four Patents

Filed four utility patents as an inventor in "Selectable Styles for Text Messaging System publishers, for Brand owners, Font service providers and User devices"

Design Lead, Monotype

Heading 5 designers, executing creative workshops "Art-Type" in Monotype; driving employer branding project, branded Monotype Global Tech Summit 2015 & Huddle 2015

Innovation E. Monotype

Part of the Innovation Engine Team that explores various Business opportunities using Design Thinking process. So far, delivered **6 ideas** out of which two have been implemented

Chief Designer, SAAR

Lead the design team of 10 members to create the Brand strategy for several Alumni events for SAAR - Students Alumni Association of Roorkee

SKILLS

Design

Story boarding, Wireframing, Rapid Interactive Prototyping, UI design, Typography Icon Design, Illustrations, Logo Design

Research

Task analysis, User research, Market research, Competitive Analysis, Information Architecture, Focus group, Persona hypothesis, Contextual inquiry, Usability testing & evaluation

Software

XMind, Balsamiq, FluidUI, AxureRP, Adobe Creative Suit: Illustrator, Photoshop, InDesign, After Effects; Sketch, Invision, Marvel

OTHER INTERESTS

Machine Learning amateur, Sketching, Poetry, Taekwondo (national player), Snooker, Table-Tennis

EDUCATION

Indian Institute of Technology Roorkee (IIT-R)

AUG 2009 - JUN 2014 | GPA - 6.611/10

Masters of Technology (IDD) - Chemical

Designed a **visual book search engine** for locating books in the Mahatma Gandhi Central Library, IITR building

Secretary, FineArts: Inculcated Artistic culture among engineering students by conducting workshops and competitions for Fine Arts Section at IITR