Asit Parida

asitparida.com | linkedin.com/in/asitparida
asitparida@live.in | (412)-313-3794

Education

Master of Human-Computer Interaction

Carnegie Mellon University, Pittsburgh
August 2019, USA

Bachelor of Technology

Electronics & Communication Engineering
National Institute of Technology Rourkela
May 2013, India

Skills

Programming

HTML5
JavaScript
SQL . C#
ASP .NET
Web APIs
React . Angular

UX Toolkit

User Research
Info. Architecture
Interaction Design
Usability Testing
Data Visualization
Rapid Prototyping

Tools

Git
Adobe Suite
Figma . Invision
Office Suite

Web Proficiencies

Accessibility
UI Performance
Native Apps
Web Apps

Honors

Certificate of Recognition

VMware for January 2018

IT Excellence Award

Microsoft for June 2015

Experience

Amazon.com Services LLC

Design Technologist II
Seattle, September 2019 - Present

Worked on establishing a strategic path towards creating value streams and solutions for in-house taxonomists working on the e-commerce platform

Designing features to increase day-to-day efficiency for users working towards normalizing the e-commerce taxonomy across multiple marketplaces across the globe

VMware India

Member of Technical Staff
Bengaluru, April 2017 - July 2018

Revamped legacy user interfaces for vRealize suite products by applying modern frameworks, i.e. Angular and Clarity

Wrote SVG based plugins to visualize state machine models involved in configuring deployment of vRealize products

Microsoft India

Software Engineer (UX)
Hyderabad, July 2013 - March 2017

Developed native and desktop app experiences using web technologies like Angular, React, Bootstrap etc.

Created configurable plug-n-play UI frameworks reducing development time from 10+ days to less than 6 hours

Conducted accessibility audits for 25+ projects with SMEs and 101 training sessions for peer developers

Led project execution and managed deliverables for 25+ full-time and partner team members

Organized community coding reviews and UI readiness sessions for 300+ developers in the organization

Freelance & Open Source Work

UX Developer
April 2016 - Present

Serving as UX consultant for Lean-Case, a fin-tech startup, and designing a refined business planning workspace

Created UI component frameworks for Microsoft's Office UI fabric design library using Angular 2/4

Contributed to 35+ projects on GitHub ranging from prototypes to plugins to proof of concept works