

# BILAL (BILLY) SEHGOL

NEW YORK CITY

## CONTACT

(347) 933-3750

BILL@PLAG21.COM

370 JAY ST, NEW YORK CITY, NY 11201

## PORTFOLIO

[www.bilalsehgol.com/portfolio-1](http://www.bilalsehgol.com/portfolio-1)

[www.github.com/bsehgol](http://www.github.com/bsehgol)

## PROFILE

I am an experienced digital product manager seeking a full-time position in the field of product management and product design where I can apply new skills in Machine Learning, XR, VR and Augmented Reality.

## SKILLS

- Sketch, Figma, InVision, XD
- User Research, Usability Testing
- Storyboarding, Prototyping
- Adobe Experience Manager
- Adobe Creative Cloud
- Javascript, HTML/CSS
- Node.js, Express.js, Python
- Front-End web technologies
- Technical Deployment
- AWS, MongoDB, MySQL
- AR, Xcode, Web VR
- Tableau, MapBox, JIRA
- UserTesting.com, Design Thinking

## EXPERIENCE

### UX VISUAL DESIGNER, UNITED STATES

NYU.EDU | JUN 2020 - MARCH 2021

- Led 573+ frontend iterations to [www.nyu.edu](http://www.nyu.edu) website.
- Partnered with Visual Communication on portfolio and design management to support the Programming Team.
- Built and presented first-class reports and communication materials with Data Visualizations utilizing Tableau, MapBox and D3.js.
- Created interaction design deliverables such as process flows, wireframes, annotations and prototypes for web, big screen displays, kiosk and other interfaces.
- Implemented designs through Adobe Experience Manager, Front End Development, Adobe CC and other software.

### CO-FOUNDER AND HEAD OF UX, SINGAPORE

TIMESVR.COM | JUNE 2014 - MAY 2020

- Developed product roadmaps for B2B-SaaS clients.
- Co-created interactive and immersive User Experience with a team of designers and developers.
- Launched 12+ Products that were featured in Slate, GigaOm, Inc.com for clients that included NBC's The Office, & New York Times Best Seller, Adidas, and CVS.
- Life design for B2C clients.

### UX/UI MANAGER, AUSTRALIA

1FORM.COM | APR 2011 - APR 2014

- Led cross-functional User Experience team of 30.
- Performed User Interaction tests for a one-stop tenancy application portal that serves 90% of Australia's real estate market (feed- back loops, A/B testing).
- Decreased technical complaints by 40% and grew user base 450% from 600,000 to 3.6 million as a result of user research, analytics feature improvements in the SaaS,

## EDUCATION

### MASTERS OF PROFESSIONAL STUDIES, INTERACTIVE TELECOMMUNICATIONS PROGRAM (HCI)

NEW YORK UNIVERSITY | 2019 - 2021

### BACHELORS OF SCIENCE (HONORS), ECONOMICS

LAHORE UNIVERSITY OF MANAGEMENT SCIENCES |

2005 - 2009

## AWARDS

### TISCH SCHOOL OF THE ARTS

RED BURNS AWARD

### LAHORE UNIVERSITY OF MANAGEMENT SCIENCES

DEAN'S HONOR LIST

### REA GROUP (ASX \$21.53 BILLION)

ACQUISITION OF 1FORM.COM WHILST I LED THE TEAM