Shashank Dogra
User Experience Designer

New York, NY - Email me on Indeed: indeed.com/r/Shashank-Dogra/9f174311a58298d1

An Avid UI/ UX enthusiast. Artistic by nature and a tech geek forever. I use creativity with deep relevant understanding of human nature to design effective experiences and designs on web, mobile and mixed reality platforms.
Visit shashankdogra.com to know more.

WORK EXPERIENCE

Web Manager
J GROUP NY [jgroupny.com]   -   Hackensack, NJ - January 2015 to July 2017

Provided web development, user experience, creative design, and social media marketing and consulting for J GROUP NY. Team included up to 12 members across 3 departments. Departments include shipping, accounts and sales.
• Developed a Shopify E Commerce store, while prototyping several design options.
• Automated Shipping, accounts and sales department using several tools like, QuickBooks, Stamps.com, Amazon MWS.
• Led the marketing with effective A/B testing of E-mail campaigns.
• Implemented dynamic advertisements on Facebook using the latest Facebook Pixel technology.
• Aggressive and smart branding campaign through Snapchat and Instagram increased brand awareness, took the traffic up by 900% in less than a year.
• Clients of the company included major Chain stores like: Tilly's, Rue21, Dr Jays.

Flash Developer
Frameboxx Animation & Visual Effects   -   Chandigarh, Chandigarh - January 2013 to June 2013

Frameboxx Animations & Visual e ects pvt ltd
01/2013 - 06/2013 Chandigarh, India
Animation and Visual e ects Studio
Tasks
Storyboarding, Persona, design: A Short movie spin o on Jungle Book
Collaborated with members of the art team and 3-D animators
Developed a personal flash portfolio website for school project, scored 98/100.

Developer
Development   -   Chandigarh, Chandigarh - May 2010 to July 2010

Chandigarh, India
Tasks
PHP Development and Front end design - E-Commerce project
Developed Custom Admin Panel - with php, SQl, Ajax, HTML and CSS
Delivered all required Deadlines, working with a team of 7

SKILLS

CSS3 (5 years), HTML (10+ years), Javascript (3 years), Photoshop (10+ years), php (6 years), Ajax (3 years), SQL (6 years), C++ (6 years), Java (3 years), Video Editing (5 years), Business Development (4

years), XML (4 years), Quickbooks (2 years), Networking (4 years), MySQL (6 years), Oracle (6 years), Flash (2 years), Research (6 years), Risk Management (6 years), UML (3 years), Software Development (6 years), Database Management (6 years), Linux (6 years), Illustrator (8 years), Corel Draw (7 years), After Effects (3 years), Presentation Skills (8 years), Management (3 years), Operations Management (3 years), Ecommerce (4 years), Engineering Management (2 years), Creative Suite (10+ years), Creative Writing (5 years), Creative Direction (4 years), react (1 year), sass (2 years), Angular JS (2 years), JSON (2 years), JQuery (3 years), Linux (4 years)

LINKS

http://www.linkedin.com/in/shashankdogra

AWARDS

Best Graphic Desginer and Student Coordinator
February 2012
Team Lead for Graphic Design and Marketing Team.
Designed print media, Web Graphics, and managed logistics at the Annual Technical fest of Swami Vivekanand Institute of Engineering and Technology. (Under Grad School)

GROUPS

Microsoft Windows Insider
January 2015 to Present

ADDITIONAL INFORMATION

Other Skills and Qualities:
holistic designer, critical thinking, time management, rhetoric and persuasive writing, public speaking and presentation, mediation and facilitation, project management, stakeholder / client management, team building and collaboration, interviewing and observation, empathy.

UX / UI SKILLS:
product design, interface design, interaction design, information architecture, user modelling, research techniques, ethnography