SAMEER MISHRA

Innovative. Persistent. Kind

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EDUCATION

Uppsala University, Sweden
Master of Social Science
Main: Human-Computer Interaction
Sept 2018 - Feb 2021

University of Mumbai, India
Bachelor of Engineering in Computer Science and Engineering
Recipient of Railway Scholarship
Aug 2011- Mar 2017

SKILLS

Methods
Interviews
Personas
Storyboarding
Journey Maps
Survey Design
Experiment Design
Usability Testing
Rapid Prototyping
Qualitative Analysis
Business Analysis
Quantitative Analysis
Design Strategy
Data Visualization

Tools
Figma/ Sketch/ Invision/ Protopie
JIRA/ Slack/ Zeplin/ Confluence
Balsamiq/ Miro
Google Analytics/ Matomo

Coding
HTML/ CSS/ JS
C/ C++/ Java
SQL/ NoSQL
Git/ Bash

Other Tools
Adobe Creative Suite
DaVinci Resolve
Tableau/ PowerBI/ QlikView
AutoCAD/ solidworks
Unity3D

Languages
English
Swedish
Hindi / Marathi
Basic ASL/ Morse

EXPERIENCES

Compricer AB, Stockholm
Lead UX specialist | May 2022 – Present

• Lead Designs, User flows, new concepts, improving older system KPI's and experience to increase conversions to new all-time high.
• Create opportunities and improve Leeds to reach consistent million Sek monthly.
• Managing multiple projects at the same time with shifting focus and deadlines.
• Work in synergy with SEO and marketing teams to acquire multiple channels.
• Figma Maestro creating symphony.

Sole Trader, Uppsala
Generalist IT Consultant | Sept 2021 – Present

• Lead Business to development & taking initiatives for reaching projects working with user experience using methodologies mentioned in skills section. Establish Network and market presence in Sweden. Design Product or services in conjunction with their consulting business KPIs.
• Shape product roadmap & strategy by conducting generative & tactical research to understand unmet user needs underlying business needs.
• Create novel frameworks & repeatable processes to maximize overall business.

Endorse Media, Stockholm
UX and UI consultant | April 2021 – Sept 2021
• User Research, Design, and conceptualization of the product based on Web3.

• Create KPI's and strategize Leeds to create a sustainable business.

Globalen Fair trade, Uppsala
UX and UI consultant | Aug 2021 – May 2022

• Solved complex interaction issues by understanding the user needs underlying the business requirements.
• Redesigning digital services to improve adoption & engagement by over 40%.
• Used Figma and Agile Development to build interactive services. Programming done using HTML, CSS, and JS.

Arbetsförmedlingen (Stockholm, Sweden) (NDA)
UX and UI Consultant (third-party) | Sept 2021- Sept 2021
• External Evaluator of the website based on WCAG 2.1/2.2.
• Suggested changes to increase user experience by 60% based on WCAG 2.1/2.2

SAAB AB (Linköping, Sweden) (School Project)
User Interface Designing Project | Sept 2019- Nov 2019
Pen-Paper Prototyping, LO-FI Conceptual Design for Mission Trainer.

Consultant (India, USA & Sweden)

Freelance UXer, Innovator and Developer | Feb 2013 – Sept 2021

• Lead Business development & taking initiatives for enhancing user experience design using methodologies mentioned in skills section. Establish metrics for quality, operationalize them, & build dashboards for the Design & Product teams to track in conjunction with their business KPIs.
• Shape product roadmap & strategy by conducting generative & tactical research to understand unmet user needs underlying business needs.
• Create novel frameworks & repeatable processes to collect & analyze user data.

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IBM Certification in Enterprise Design Thinking as a co-creator, practitioner and using team essentials aware of project management fundamentals.

Partner at SigmaT Consultancy Private Limited, India for European region.

Acting roles as
UX Mentor, UI Mentor,
Systems Evaluator
Project Manager,
Business Developer,
Marketing Manager,
SEO Manager.

Volunteer work

Uno fika & butik (Uppsala, Sweden)
Head Chef part time | Aug 2021 – Dec 2021

Klang Market (Uppsala, Sweden)
Line Chef | Feb 2021 – Aug 2021

Västgöta Nation (Uppsala, Sweden)
Ämbetsverkare och Klubbverkare Volunteer | 20 Sept 2018 – 18 Dec 2020
Pub master, Lunch master, Chef, Sports president, House master.

Dog Shelter
Care giver | 2005 – 2009

Tennis Coach
Summer Job | Apr 2007 – Aug 2007

Hobbies
Disc golf
Climbing
Cycling
Guitar
Podcasts
Drone flying
Video Editing

EXPERIENCES

SigmaT Consultancy Private Limited, India (NDA)
UX Designer (remote) | Dec 2018 – December 2020
• Conducted wide-ranging user interviews to understand digital advertising practices of small, local businesses; and crafted research-based design principles that shaped new designs for Clients.
• Refined personas in the Tourism space, which was over-crowded with multiple versions of personas; build a framework of customers' jobs to be done; supplemented with strategic research to get buy-in on a limited, high-priority set of personas that product teams could focus on.

•Evaluation for Interactive Tools for schools, Texas, USA. (NDA)
• Leading a team of 5 to evaluate and improve interactive tools
Evaluation and Improvement of Kiosks.
• Mentoring a team of 3 to evaluate and improve Kiosks.
Design and Prototype User-Centered Systems for a Payment Service.
Prototyping Digital Services for hospital.
• Designing Data Architecture and Devices along with installation as a part of internship under the manager.
• Identification of flaws in accessibility for differently abled people.
• Contextual Inquiry at a hospital as a part of internship.
• Installation of devices and services to improve efficiency by 45%.
Web services Evaluation based on WCAG 2.1/2.2 for small companies. (NDA)
• A/B Testing, Interaction design and visual design.
Design and prototype for supporting digital services for animal welfare.
• Paper-Pen Prototyping and mobile interface on Figma. Evaluating final product.
Business Development and Conceptual Designing for a restaurant to create a digital space.

Aptech Limited (Mumbai, India)
Operations Executive (full-time) | 5th Oct 2015 – 6th Ap 2016

• Developed statistical models to discover patterns in the data that helped understand user segment and serve the client better. Provided key data insights around product usage analytics, conversion, and retention trends.
• Led workshops to design and documented technical solutions that were aligned with the client's business objective.
• Responsible for the overall process, scheme of the projects and for creating detailed action plans to provide better service.
• Constant interaction with stakeholders to keep the project in control.
• Worked directly with CTO and CPM to deliver highest profits.

Advance Carbon and Rotary components (Mumbai, India)
Manager – IT Ops Design (full-time) | 1st Jun 2013 – 4th Jun 2014

• Led the effort to develop a user-friendly UI for the company, also enhanced UX by intuitive flows and appropriate feedback.
• In an effort to build momentum behind adoption of a/b testing, drove a rhythm of hypothesis generation for key design decisions, and ensured relevant metrics were evaluated after releases.
• Improved efficiency of lending operations, eliminated resource overlap, and reduced costs by over 10% per quarter for the sales team.
• Assisted in forecasting, resource planning, identification, and schedule training sessions.