

# Sameer Mishra

U i/x, Product & Service designer, Project manager

Portfolio: <https://samdimmortal.github.io/sameermishra/>

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## EXPERIENCE

### *Lead Ui/x Specialist* — **Compricer AB (Schibsted Group)**

05/2022 - PRESENT Stockholm

Enhanced User journeys, achieving a 60% revenue increase.  
Designed and optimized web & mobile for efficiency and conversions.  
Utilized Figma for UI enhancements and delivery.

### *Eu sales partner* — **SigmaT consultancy pvt ltd**

09/2021 - Present Uppsala

Led business development initiatives. Established IT services market presence for clients, Strategise - Develop - Deliver.

### *Lead Ui/x Specialist* — **Endorse media AB**

05/2021 - 09/2021 Stockholm

Designed a web3 platform for music – NFT. mentor good U i/x.

### *Generalist consultant* — **Self-Employed**

02/2013 - 09/2021 India, USA, Sweden.

Specialized in product development, web services, E-commerce, and SaaS solutions. Spearheaded business development initiatives, optimizing user experience through advanced methodologies. Established quality metrics, designed dashboards, and informed product roadmaps through strategic user research. Conducted extensive user interviews to refine design principles for local businesses. Streamlined UI/UX for diverse sectors, enhancing operational efficiency by up to 45%. Led innovative projects, including digital services for hospitals, automobiles, education industries and conceptual design for restaurants & SMEs.

- Some clients – Globalen Fair trade, Pharma Relations, Arbetsförmedlingen, and NDAs

### *User interface designer (Project)* — **SAAB AB**

09/2019 - 11/2019 Linköping

- Visual Design, System Design, and Information Architecture.
- Expertise in Pen-Paper Prototyping techniques.
- Skilled in developing LO-FI Conceptual Designs for Mission Trainer.

## SKILLS

Methods, User Interviews, Personas, Storyboarding, Journey Maps, Survey Design, Experiment Design, Usability Testing, Rapid Prototyping, Qualitative Analysis, SEO, Quantitative Analysis, Design Strategy, Information Architect, Data Visualizations, A/B Testing, Visual Design, WCAG 2.2, Drone pilot.

## Tools

**Figma**, Unity 3D, Jira, Zeplin, Miro, Matomo  
Google Analytics, JIRA, Asprite, PowerBI, QlikView, Sketch, Slack, SolidWorks, Tableau, Davinci Resolve, GIT.

## Education

**MS in Human-Computer Interaction**

**Uppsala University** – Feb 2021

**Bachelor of Engineering in Computer Science Engineering**

**University of Mumbai** – Mar 2017

## LANGUAGES

English, Svenska, Hindi, Marathi.

C++, Java, HTML, CSS, JS, SQL.

## Volunteering

Västgöta nation Uppsala, Dog Shelter, Shito-Ryu karate dojo, Tennis coach