SAMEER MISHRA

Adaptable. Innovative. 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
Unity3D
JIRA/ Slack/ Zeplin
Adobe Creative Suite
Sketch/ Figma/ Invision
Balsamiq
Google Analytics
Tableau/ PowerBI/ QlikView
A-CAD

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

Languages
English
Swedish
Hindi / Marathi

EXPERIENCES

Co-founded start-up UXNOW, Uppsala | 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.

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.

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

• 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
• Evaluation 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 principles.

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

Part-time consultation projects along with studies.

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. (NDA)
• Mentoring a team of 3 to evaluate and improve Kiosks.
Design and Prototype User-Centered Systems for a Payment Service. (NDA)
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. (NDA)
Business Development and Conceptual Designing for a restaurant to create a digital space.

Sigmat pvt ltd, India (NDA)
UX Designer (remote) | July 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.

Västgöta Nation (Uppsala, Sweden)
Ämbetsverkare och Klubbverkare | 20 Sept 2018 – 18 Dec 2020

• Team player and responsible person for activities for students in Uppsala, Sweden.
• Introducing new ways to work and keeping the workplace fun for all.
• Welcome new people into the organization that is rich is culture and heritage since 1639.
• Applied PDCA method for continuous improvement and delivery.

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.