

# Sameer Mishra

UI/UX, Product & Service designer, Project manager

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



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## EXPERIENCE

### Senior UX Strategist—Remotion AB

12/2024 - PRESENT Stockholm

**User Experience Optimization:** Developed and executed strategies to enhance user journeys, integrating AI-driven solutions to improve conversion rates (CR) and user satisfaction across digital platforms.

**SEO and UX Synergy:** Conducted internal audits and crafted strategies for SEO and UX optimization, delivering web products that drive organic growth and align with market trends.

**Design Leadership:** Led budget management and mentored cross-functional teams to deliver high-quality, user-centered designs using Figma, ensuring efficiency and alignment with business goals.

**AI Integrations:** Spearheaded the integration of AI technologies to personalize user experiences and streamline workflows, enhancing overall product performance and scalability.

**Notable Clients:** PwC, Skansen, Sambla group, Nestit group

### Senior Project Manager (Design & Sales) — SigmaT consultancy pvt ltd

09/2021 - Present Uppsala

**Market Expansion:** Spearheaded business development initiatives, successfully establishing a strong presence for IT services in the European market.

**Client-Focused Solutions:** Developed and executed tailored product strategies to meet diverse client needs, ensuring successful project delivery from conception to implementation.

**Innovative Leadership:** Directed cross-functional teams in delivering innovative IT solutions, emphasizing user-centric design and market relevance.

### Senior Product Manager (design) & Lead UI/UX Specialist—Compricer AB (Schibsted Group)

05/2022 - 11/2024 Stockholm

**Product Strategy and Vision:** Defined and executed a comprehensive product strategy that resulted in a 60% revenue increase, aligning with overall business objectives.

## SKILLS

**Product Management:** Product Strategy, Roadmapping, Stakeholder Management, Market Analysis, Agile Methodologies, Cross-Functional Team Leadership, Product Lifecycle Management.

**UX/UI Design:** User Research, User Interviews, Personas, Storyboarding, Journey Maps, Usability Testing, Rapid Prototyping, Design Strategy, Information Architecture, Visual Design, A/B Testing, WCAG 2.2.

## 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

**Cross-Functional Leadership:** Led a cross-functional team to design and optimize web and mobile interfaces, significantly enhancing user experience and driving higher conversions.

**Design Excellence:** Oversaw the implementation of UI enhancements using Figma, ensuring high-quality, user-friendly designs that meet market needs.

### **Senior Product Manager (design) & Lead Ui/x Specialist — Endorse media AB**

05/2021 - 09/2021 Stockholm

**Product Development:** Designed and launched a pioneering web3 platform for music NFTs, focusing on maximizing user engagement and satisfaction.

**Team Mentorship:** Mentored and led a team of UX/UX designers, promoting a culture of innovation and continuous improvement.

**Lifecycle Management:** Managed the end-to-end product lifecycle, from initial concept through to successful market launch.

### **Senior Product Consultant — Self-Employed**

02/2018 - 09/2021 USA, Sweden.

**Diverse Product Expertise:** Specialized in developing products across web services, e-commerce, industrial engineering, embedded systems, and SaaS solutions.

**User-Centric Design:** Conducted extensive user research and usability testing to refine design principles, leading to efficiency improvements of up to 45%.

**Strategic Development:** Led business development initiatives and optimized user experiences through advanced methodologies and strategic insights.

Led innovative projects, including digital services for hospitals, automobiles, education industries and conceptual design for restaurants & SMEs. Assisted in forecasting, resource planning, and staff training.

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

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

09/2019 - 11/2019 Linköping

**System Design Leadership:** Directed visual design, system design, and information architecture for mission-critical systems.

**Prototyping and Conceptualization:** Developed low-fidelity conceptual designs and prototypes for mission trainer systems.

### **Operations Executive — Aptech Limited**

10/2015 - 04/2016 Mumbai

**Service Improvement:** Developed and implemented statistical models to

### **Volunteering**

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

### **References**

Felicia Holte – HR and co-founding partner  
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enhance client service and product performance.

**Technical Workshops:** Conducted workshops on technical solution design and managed project processes.

**Stakeholder Collaboration:** Maintained regular communication with stakeholders, assisting in resource planning and staff training.

### *Manager – IT, Ops, Design* — **Advance Carbon and Rotary Components**

06/2013 - 06/2014 Mumbai

**UI Development Leadership:** Directed UI development and improved user experience for digital products.

**Data-Driven Decisions:** Led A/B testing and data-driven design decisions to optimize product features.

**Operational Efficiency:** Streamlined operations, achieving a cost reduction of over 10% per quarter.

Assisted in forecasting, resource planning, and staff training.