

# SAMEER MISHRA

Adaptable. Innovative. Kind.



<https://samdimmortal.github.io/sameermishra>  
sameermishra7693@gmail.com

+46 76067 4925

## 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

### Consultant (India, USA & Sweden)

#### Freelance UXer, Innovator and Developer | Feb 2013 – Present

- 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.

### SAAB AB (Linköping, Sweden)

#### User Interface Designing Project | Sept 2019- Nov 2019

Pen-Paper Prototyping, LO-FI Conceptual Design for Mission Trainer.

### 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.

### 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.

### 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.

### 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.

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### Sigmat pvt Ltd, India (NDA)

UX Designer (remote) | July 2018 – Present

- 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.

### 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.

### Aptech Limited (Mumbai, India)

Operations Executive (full-time) | 5th Oct 2015 – 6th Apr 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.

### 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 in culture and heritage since 1639.
- Applied PDCA method for continuous improvement and delivery.