SAMEER BAJAJ

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Strong background in User-Centered Design process, interaction design, and product development.
Strive to create intuitive and beautiful user experiences from concept to implementation.

EDUCATION

University of California, Berkeley
2015 - 2017 (Expected)

Masters in Information Management & Systems
Selected Coursework: User Centered Design, Product Management & Data Visualization.

SRM University, Chennai, India
2008 - 2012

B.Tech in Electrical and Electronics Enginnering
GPA: 3.82

WORK EXPERIENCE

Product Designer
01/2014 - 06/2015

Tata Consultancy Sevices, Delhi, India
• Created digital interactive prototypes of mobile software solutions, and designed storyboards
  working with instructional designers, technical writers, project managers, and subject matter experts
  to determine the best training solutions for a pharmaceutical company based in Germany.
• Led the user interface design process and deliverables throughout the development lifecycle
  including requirements, refinement, task flows, storyboards, wireframes, screenshots, high-fidelity
  prototypes, and detailed design documentation.

Android Designer and Developer
01/2013 - 12/2013

Tata Consultancy Sevices, Delhi, India
• Designed and developed modules on Android used across various proof of concepts and
  prototypes.
• Instrumental in driving and delighting customer engagements by offering design-led innovation
  through a versatile mix of out-of-the-box thinking and design principles in action.

Developer (Trainee)
09/2012 - 12/2012

Tata Consultancy Sevices, Trivandrum, India
• Programmed and designed a test taking examination framework at an attempt to improve the user
  experience of existing systems.
• Colloborated with designers and co-developers to deliver the tool in two months. Awarded 'ILP
  Kudos' for timely delivery.

Vice President
01/2011 - 01/2012

AIESEC, Chennai, India
• Appointed Vice President of the world's largest student run organizations that worked towards
  planning and implementing strategies to drive growth numbers, brand positioning and increasing
  the relevance and impact of AIESEC as an organization.
• Supervised a team of 30 members working towards building strong partnerships with NGOs (Non-
  Government Organizations) in the city thereby implementing the AIESEC Global Internship Program.
• Administered a 20 member team to ensure the prompt and effective functioning of six portfolios
  and deliver a well-planned and effectively executed project aimed at the betterment of
  underprivileged children.

PROJECTS

API Tutor

Interface Designer and UX Researcher
• Researched and designed a prototype that encourages the use of programming and APIs to high school
  students by using a gamified approach.
Skills: contexual inquiry, persona development, framer prototyping, heuristic evaluation, A/B testing.

Shakespear Says

Front-End Designer and Developer
• Collaborated by developing a URL shortener and Chrome extension that converts a URL to a semantically
  aligned Shakespearean quote.
Skills: Front-End development using HTML/CSS, Javascript. Webserver based on Flask.

Vmatch

UX Researcher
• Conducted research and designed a Virtual Reality platform that helps tetraplegics meet other
  people by means of a rich immersive experience.
Skills: contextual inquiry, persona development, prototyping for Google Cardboard.

Skills

Research
Contextual Inquiry
Affinity Diagram
Personas/ Scenarios
Heuristic Evaluation
Usability Testing
Quantitive Analysis

Design
Wireframing
Prototyping
Responsive Web
Visual Mockups

Programming
Python
Java
Android
Javascript
R
HTML/CSS

Tools
Android Studio
RStudio
Framer
Illustrator
Balsamiq

Interests

Play Acoustic Guitar
Running marathons
Sailing
Squash