

SAMEER BAJAJ

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Strong background in **User-Centered Product Design** process and **mobile product development**.
Strive to create intuitive and beautiful user experiences from concept to implementation.

Skills	EDUCATION
Programming Android Java Python Javascript R HTML/CSS D3	University of California, Berkeley 2015 - 2017 (Expected) Masters in Information Management & Systems Selected Coursework: User Centered Research & Design, Product Management SRM University, India 2008 - 2012 B.Tech in Electrical and Electronics Engineering GPA: 3.82
Research Contextual Inquiry Affinity Diagram Personas/ Scenarios Heuristic Evaluation Usability Testing Quantitative Analysis	WORK EXPERIENCE
Design Wireframing Prototyping Responsive Web Visual Mockups	Product Designer 01/2014 - 06/2015 Tata Consultancy Services , Delhi, India • Created interactive Android application prototypes, and designed storyboards working with instructional designers, project managers, and subject matter experts to determine the best training solutions for a pharmaceutical company in Germany. • Led user interface design process and deliverables throughout the development lifecycle including requirements, refinement, task flows, storyboards, wireframes, high-fidelity prototypes, and detailed design documentation.
Tools Android Studio Tableau RStudio Framer Balsamiq Illustrator Excel	Android Designer and Developer 01/2013 - 12/2013 Tata Consultancy Services , Delhi, India • Designed and developed modules on Android across various proof of concepts and prototypes. • Led, created and launched six product offerings in partnership with sales, marketing, engineering, user experience and support teams.
Interests Acoustic Guitar Marathons Sailing Squash	Developer (Trainee) 09/2012 - 12/2012 Tata Consultancy Services , Trivandrum, India • Programmed and designed a test taking examination framework using JAVA and J2EE at an to improve the user-experience of existing systems. • Led a team of 10 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 • Operated the Chennai chapter of the world's largest student run organizations that worked towards planning and implementing strategies to drive growth numbers, brand positioning. • Administered a 20 member team to ensure the prompt and effective functioning of six portfolios 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: contextual inquiry, persona development, framer prototyping, heuristic evaluation, A/B testing.
	Shakespeare Says Front-End Designer and Developer • Created a URL shortener and Chrome extension that converts a URL to a semantically relevant Shakespearean quote. Skills: Front-End development using HTML/CSS, Javascript. Webserver based on Flask.
	Vmatch UX Researcher (Runners-up in Play Hackathon, 2015) • Designed a Virtual Reality platform that helps tetraplegics meet each other through a rich experience. Skills: contextual inquiry, persona development, prototyping for Google Cardboard.