SAMEER BAJAJ

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As a **User Experience Researcher**, I strive to create beautiful user experiences from concept to implementation.

Strong background in **User-Centered Research & Design process**.

Skills

Programming
Android
Java
Python
Javascript / Jquery
R
HTML/CSS
SQL
D3
Highcharts

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

Design
Wireframing
Prototyping
Responsive Web
Visual Mockups
Data Visualization

Tools
Android Studio
Tableau
RStudio
Framer
Balsamiq
Illustrator
Excel

Interests

Acoustic Guitar
Marathons
Sailing
Squash

EDUCATION

University of California, Berkeley
2015 - 2017 (Expected)

Masters in Information Management & Systems
Focused Coursework: **User Centered Research & Design**, Data Visualization

SRM University, India
2008 - 2012

B.Tech in Electrical and Electronics Enginnering
GPA: 3.82

WORK EXPERIENCE

UX Researcher
01/2014 - 06/2015

Tata Consultancy Sevices, Delhi, India
- **Led the user research strategy** and **created a research plan** supporting the design and development of the mobile training solution application. **Collected and analyzed qualitative and quantitative** data, drafted findings and recommendations, and presented findings to project teams in Germany
- Collaborated with the Design team, Product Management, Engineering, Sales and Marketing on identifying user pain points and brainstorming opportunities for improvement. Balanced business requirements, user needs, and technical feasibility to identify solutions.

Android Developer
01/2013 - 12/2013

Tata Consultancy Sevices, Delhi, India
- **Designed and developed modules** on Android across various proof of concepts and prototypes.
- **Identified**, **created** and **launched six** end-to-end product offerings in partnership with sales, marketing, engineering, user experience research and support teams.

Developer (Trainee)
09/2012 - 12/2012

Tata Consultancy Sevices, Trivandrum, India
- **Programmed** and **designed** a test taking examination operations framework using **JAVA** and **J2EE** that resulted in a 15% increase in reported customer satisfaction.
- **Led a team of 10 designers and co-developers** to deliver the hands-on tool in two months. **Awarded** 'ILP Kudos' for timely delivery.

Vice President
01/2011 - 01/2012

AIESEC, Chennai, India
- Committed to the Chennai chapter's vision 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 cross-functional team to ensure the prompt and effective functioning of portfolios and deliver a well-planned and effectively executed project aimed at the betterment of underprivileged children.

PROJECTS

API Tutor

UX Researcher and Interface Designer
- Proactively **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.

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 immersive experience.
Skills: contextual inquiry, persona development, prototyping for Google Cardboard.