

SAMEER BAJAJ

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

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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 Engineering

GPA: 3.82

WORK EXPERIENCE

Product Designer
01/2014 - 06/2015

Tata Consultancy Sevices, 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 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 using JAVA and J2EE at an attempt to improve the user-experience of existing systems.
- Collaborated 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

- Responsible for the Chennai chapter of the world's largest student run organizations that worked towards planning and implementing strategies to drive growth numbers, brand positioning.
- Supervised a team of 30 members to building strong partnerships with non profits for 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:** contextual inquiry, persona development, framer prototyping, heuristic evaluation, A/B testing.

Shakespeare Says

Front-End Designer and Developer

- Collaborated by developing 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)

- Conducted research and 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.

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

Acoustic Guitar
Marathons
Sailing
Squash