

Samrat Ambadekar

UX Engineer • Design Technologist

samratambadekar.com

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YouTube TV & YouTube TV Ads (Contract)

Principal UX Engineer | Jun 2021 - May 2023 | Remote - San Francisco

- Year 1 - Built a prototyping system for TV platform team from scratch.
- Created a highly customizable prototype builder for the sales team.
- Prototyped TV specific Ad formats and interaction models for user research.
- Year 2 - Re-built the architecture for TV prototyping which reduced complexity by 80% and increased scalability by ~10x.
- Comprehensive prototyping for NFL Sunday Ticket roadmap and research.
- Built a high fidelity, scalable vision prototype for live TV. This brought a 2 year old project out of hibernation and onto the roadmap in just 3 months.

ThoughtSpot

UX Engineer | Dec 2018 - Jun 2021 | San Francisco Bay

- Built an integrated prototyping system into the frontend layer of the app.
- Built stage demos for ThoughtSpot annual conference - Beyond.
- Improved app experience through motion and micro-interactions.
- Built ThoughtSpot's design system - Radiant.

DocuSign

Design Technologist / Interaction Designer | Apr 2016 - Oct 2018 | San Francisco

- Built a prototyping system that increased quality of design and research.
- Prototyped native apps using React Native.
- Championed motion design and micro interactions.
- Created 2D and 3D data visualizations that are showcased to customers.
- Created a system to allow commenting on the prototypes.

Cox Communications

Design Prototyper | Oct 2014 - Mar 2016 | Atlanta

- Created high-fidelity prototypes to improve Cox Digital Experience.
- Assisted Information Architects in creating workflows.
- Directed Visual Designers in creating micro interactions and helped them understand platforms and constraints.
- Worked with UX Research to identify and resolve pain points in the design.
- Side projects: Data Visualization and IoT / Home Automation

Georgia Tech (Part time)

Interaction Designer | Aug 2012- May 2014 | Atlanta

- Designed and prototyped a voting experience for physically disabled voters.
- Designed and built a visualization system for GitHub.
- Created applications using augmented reality, tabletops, 3D interactions and gestural interactions.

Infosys Ltd

Sr. Software Developer | Sep 2008 - Jul 2011 | Pune

- Designed and developed customer-facing apps for IPTV.

EDUCATION

Georgia Tech

MS Human-Computer Interaction
2012 - 2014

University of Pune, India

BS Computer Engineering
2004 - 2008

SKILLS

Design

Iterative Prototyping, Interaction Design, Data Visualization, Wireframes, Workflows

Programming

React, JS, jQuery, React Native, HTML, CSS, SVG, D3.js, Three.js, C#, Java