

# Amit Shetty

User Experience Designer

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## Work Experience

### User Experience Intern

Powercon | Mumbai, India  
Dec 2015 - Jan 2016

Conducted user research and analyzed user interactions.  
Designed website mock-ups and wireframes.  
Developed low fidelity prototypes for usability testing.

### Quality Assurance Intern

American Institutes for Research | Reston, Virginia  
Jun 2015 - Dec 2015

Performed database and user interface testing.  
Generated test data to check the load and performance levels.

### Systems Analyst

Powercon | Mumbai, India  
Aug 2013 - May 2014

Managed client interaction in requirements gathering and mockup designing.  
Performed A/B testing to analyze various UI components.  
Designed schema and use cases.

### Digital Arts Head | Freelancer

University of Mumbai | Mumbai, India  
Jun 2011 - May 2013

Conducted a workshop on Adobe Photoshop CS4. This workshop covered basic concepts in graphic designing and wireframing of web applications.  
Designed branding-related components for college events.

## Projects

### the/Social App

Concept Art

Designed an social-media app that helps users to connect with other users in their locality.  
Ideated and sketched features, developed hi-fi prototype, and performed usability testing.

Baltimore, Maryland  
Feb 2016 - Mar 2016

### Frinkles App

Concept Art

Designed an e-commerce app that helps users to order cupcakes and check for special offers.  
Defined the product idea and conducted user research. Designed wireframes and hi-fi prototype.

Baltimore, Maryland  
Oct 2015 - Nov 2015

### Interactive Systems Research Center | Branding

University of Maryland, Baltimore County

Conducted client research and came up with a design language for the brand ISRC.  
Worked in an iterative design process with critiquing sessions. Designed various branding components.

Baltimore, Maryland  
Aug 2015 - Dec 2015

### Parking Alert System for the University

University of Maryland, Baltimore County

Performed feasibility, requirements, & risk analysis. Prepared ER diagrams and low fidelity prototypes.

Baltimore, Maryland  
Aug 2014 - May 2014

## Education

### University of Maryland, Baltimore County

M.S in Information Systems  
GPA: 3.7 (current) | May 2016 (expected)

### University of Mumbai

B.Engg in Information Technology  
GPA: 3.5 | May 2013

## Skills

### User Research

Interviews  
Surveys  
Heuristics  
Competitive Analysis  
Personas  
Usability Testing

### Design

Ideation  
Sketching  
Wireframing  
Storyboarding  
Affinity Diagrams  
Prototyping

### Tools

Photoshop  
Illustrator  
InDesign  
Axure RP  
Balsamiq  
OmniGraffle  
Pixate  
InkScape  
InVision  
Marvel

### Technical

HTML  
CSS  
JavaScript  
Visio  
WordPress  
Bootstrap  
PL/SQL  
MS Office  
JIRA  
UNIX commands