

# Amit Shetty

User Experience Designer

(443) 453-8043  
shettya1@umbc.edu  
www.shettyamit.com

## Work Experience

### User Experience Desinger

Syncsort | Rochester, Minnesota  
Jun 2016 - present

Collaborated with product managers, architects, and engineers to lead design culture in R&D department.  
Designed prototypes, documented designs.  
Developed user personas, conducted usability testing.  
Performed UX validation to ensure that the right user experience is achieved.

### 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.

### 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

### Sour Dough

Web Design  
Performed user research, competitive analysis, qualitative research, and card sorting session.  
Defined the information flow. Designed low-fi and hi-fi prototype, and visual design of the website.

Minneapolis, Minnesota

Jun 2016 - Oct 2016

### the/Social App

Mobile App Design  
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

Mobile App Design  
Designed an e-commerce app that helps users to order cupcakes.  
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  
Conducted client research and came up with a design language for the brand ISRC.  
Worked in an iterative design process with critiquing sessions. Designed branding components.

Baltimore, Maryland

Aug 2015 - Dec 2015

### Parking Alert System for the University

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

Baltimore, Maryland

Aug 2014 - May 2015

## Education

### University of Maryland, Baltimore County

M.S in Information Systems  
GPA: 3.7 | May 2016

### 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

Axure RP  
Dreamweaver  
Photoshop  
Illustrator  
InDesign  
InVision  
Balsamiq  
OmniGraffle  
Pixate  
InkScape  
Marvel  
Framer

### Technical

HTML  
CSS  
JavaScript  
JIRA  
Confluence  
Bootstrap  
WordPress  
Perforce  
SQL  
MS Office  
UNIX commands