

# SohajSinghBrar

UX DESIGN / USER RESEARCH / BUSINESS INNOVATION

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## EXPERIENCE

### Monotype | Interaction Designer, Solutions Innovation

JUL 2014 - Present | Noida, India

Conceived potential business model named ‘Owlie’ that helps in simplifying day-to-day decision-making process. Created UX and Roadmap of the app, bot and website.

Filed a patent

Proposed idea for brand enagement called ‘MessageInStyles’ using extensive user-centered/ market study and designed mobile app. The project led to [acquisition for \\$27million](#). **Awarded 4 patents**

Designed experience for other projects some of which are: Auto Personalisation, A B2B ecommerce platform, Monotype Admin portal, Monotype’s Big Data GUI, Adobe Indesign Plugin and desktop app for Font similarity software

### Commonfloor.com | Interaction Design Intern

MAY - JUL 2013 | Bengaluru, India

Explored novel interactions and helped build the [Map based property search portal](#) for one of India’s leading real estate startup. Also, conceptualized and prototyped inter-active mobile app for brokers to manage their business tasks and their networks

### Sohajsinghbrar.com | Freelancer

2009 - 2014 | Roorkee, India

Worked in cross-media projects involving branding, illustrations and UI design for start ups and industry leaders

## SKILLS

### Design

Story boarding, Wireframing, Mood Board, Rapid Interactive Prototyping, UI design, Typography, Icon Design, Il-lustrations, Logo Design

### Research

Task analysis, User research, Focus group, Persona hypothesis, Contextual inquiry, Market research, Competitive Analysis, Usability testing & evaluation

### Software

XMind, Balsamiq, FluidUI, AxureRP, Sketch, Adobe Creative Suit, Invision, Marvel, Flinto, Zeplin, Origami, HTML, CSS, Javascript

### Other Interests

Machine Learning, Social Science, Interactive Computer Graphics, BCI, Sketching, Poetry, Snooker, Taekwondo (national player)

## NOTABLES

### 5 Patents

Filed four utility patents as an inven-tor for **MessageInStyles** project. Filed another patent for **Owlie**

### Innovation Engine, Monotype

Part of the Innovation Engine Team that explores various Business opportunities, delivered **6 ideas**, two implemented

### Design Lead, Monotype

Executing creative workshops; driving Marketing creative team; branded **Mono-type Global Summit’15 & Huddle’15**

### Design Direction, New Office

Monotype Office space design for 350 em-ployees - *User journey, layout, mood board, colour scheme, furniture, elevations etc.*

### UX, Swachh Bharat app

Contributed towards the national cam-paign of Clean India initiated by the Prime Minister of India

### Chief Designer, SAAR

Brand strategy for several Alumni events for [SAAR - Students Alumni Association of Roorkee](#)

## EDUCATION

### Indian Institute of Technology Roorkee (IIT-R)

Bachelors of Technology (IDD) | AUG 2009 - JUN 2014 | GPA - 6.611/10

Designed **visual book search engine** for locating books in IITR Library

**Secretary, FineArts:** Inculcated Artistic culture among engineering students by conducting workshops and competitions for [Fine Arts Section](#) at IITR

**Convener, SRISHTI:** Annual Techno Hobbies festival for all creative sections (*Elec-tronics, Robotics, Star Gazing, Fine Arts, Photography*)

### Courses, workshops

- B. Model Generation (by A. Osterwalder)
- Design Thinking, Virginia’16
- UX Design, GeorgiaTech’16
- CES 2016, Las Vegas
- Comm. design’15 workshop, IDC - IITB
- Type design and Typography
- HCI, Stanford - 2012