SohajSinghBrar

User Experience · Product Strategy

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Experience

Oracle · Senior UX Designer

OCT 2018 - PRESENT · REDWOOD CITY, US

Contracts & Purchasing: Led the research and design efforts to build end-to-end solution to reinvent the relationship of healthcare organizations with their supply base. Presented at Oracle Open World 2019. Customers: Cleveland Clinic, Kaiser, Cottage Health, Loma Linda etc.

Procurement: In collaboration with product team, designed and deployed Oracle's Procurement mobile app. Customers: Emerson, TWC, Tesco, Fife etc.

California College of the Arts (CCA) · Interaction Design

AUG 2017 - AUG 2018 · SAN FRANCISCO, US

Product Bridge: Designed, launched and deployed, Bridge, to empower seniors via Voice Assistant devices; and partnered with Help-Full to deploy senior-care service through Bridge platform.

Monotype · Senior UX/CX

JUL 2014 - JUL 2017 · NOIDA, INDIA

Product Owlie: I conceived new idea 'Owlie' that helps in simplifying decision-making process in messaging apps. I led the multidisciplinary product team and designed the experience of the app, bot and website. Owlie was funded by FbStart and Monotype. #4 Product on ProductHunt

Product Swyft: Proposed idea for brand engagement in instant messaging using extensive user-centered/market study. The project led to acquisition for $27M. Led the team to design Swyft branded mobile apps: 10M+ downloads. Revenue $8M in 2016. Customers - Illumination, Starbucks, WarCraft

Led the design team to create experience for many solutions such as FlipFont app: +200% inc in userbase, MOSAIC, catalog.monotype.com - (customers: Apple, Sony), Swyft Asset Mngmnt Platform, monotype.com

Commonfloor · Interaction Design Intern

MAY - JUL 2013 · BENGALURU, INDIA

Designed, for one of India's leading real estate startup, Map based property search portal & mobile app for brokers to manage their businesses

Freelance/Consultancy · UX Design

2011 - 2014 · ROORKEE, INDIA

Consulted many start ups and industry leaders on Customer Experience and Product Strategy such as JP Morgan Chase, Aam Aadmi Party, Startgrid, Help-Full, CDCLabs, Ravi Sharma Ex-CEO Adani, Cloudchowk, SAAR, etc.

Notables

5 Patent applications

4 utility patents in 'styled messaging'. 5th patent app in 'contextual messaging in decision-making'

3 New Ventures

- Decision-making in messaging
- Brand personalisation in messaging
- Empower seniors using Voice

Innovation @ Monotype

Founding member of the Innovation Team that explores new business ventures for the company

Health-Innovation Finalist

Finalist in world-wide startup pitch competition - Health Innovation'18

Education

CCA · MDes in Interaction Design

AUG 2017 - AUG 2018 · SAN FRANCISCO, US

IIT-Roorkee · Btech (IDD)

AUG 2009 - JUN 2014 · ROORKEE, INDIA

Skills

Specialities: Design thinking · Interactive Prototyping · System Thinking · Storytelling · Sound Interaction · Prod. Thinking · Service design · Sketching

Tools: Sketch · Framer · Invision · Studio · Principle · HTML · CSS · JS · Adobe Creative Suite · Zeplin · Strategyzer · Mural · XMind · Balsamiq

Domain: Supply Chain Management, Media Consumption, Healthcare, AdTech, SaaS, B2B, Finance, Transportation, Typeface