



---

## ABHIJEET SINGH

Product Designer, Thinker, Product Evolutionary. Certified Usability Analyst and a Certified Scrum Web Developer. I have rich experience in Product Designing, Usability Evaluations, Usability Methodologies & User Research. I have successfully implemented UX–Agile Methodology in organizations that I have worked and changes their course of product planning and designing and development.

|               |  |
|---------------|--|
| Email         | <a href="mailto:inboxofabhijeet@gmail.com">inboxofabhijeet@gmail.com</a>   |
| Phone         | +91 6366 01 5868   |
| Edu Qual      | Bachelor of Engineering (Nagpur University)  |
| Certification | User–Centered Analysis and Conceptual Design (HFI)<br>Designing the Mobile User Experience (HFI)<br>Certified Scrum Web Developer  |
| Portfolio     | <a href="http://abhijeetsingh.in">http://abhijeetsingh.in</a><br><a href="https://in.linkedin.com/in/abhijeet00">https://in.linkedin.com/in/abhijeet00</a>   |
| Projects      | <a href="http://worldtradebureau.org">worldtradebureau.org</a><br><a href="http://ltrackglobal.com">ltrackglobal.com</a><br><a href="http://bluemoonhotels.in">bluemoonhotels.in</a><br><a href="http://arbeitcafe.com">arbeitcafe.com</a><br><a href="http://rightliving.co.in">rightliving.co.in</a> |

## Primary Skills

|                          |   |
|--------------------------|---|
| Usability Methodologies  | Sketching, Paper Prototype, Wireframes, Storyboards<br>Usability Evaluations, Information Architecture, Journey Mapping, Contextual Inquiry, Task Profiling, Content Strategy, Heuristic Evaluations, Cognitive Walkthroughs, Usability Testing, A/B Testing, Kano Model, |
| User Experience          | Mobile UX, Mental Model, Gesture Interfaces,  |
| Ecommerce & Web          | Hybris, Magento CE, WordPress, MeteorJS   |
| UI Design                | Wearable Design Guidelines, Android Design Guideline, iOS Human Interface Guideline, W3C design Guideline, WCA Guideline, Microsoft Windows design Guideline. Responsive Design Standards. Material Design Guideline, Flat Design, Elements of Gamification,              |
| UI Development           | HTML5, XHTML, CSS3, JQuery , JavaScript, PHP, CodeIgniter, Twitter Bootstrap 3, SCSS, Compass, MeteorJS, Foundation   |
| Prototype Tools          | Balsamiq, Pencil Evolus, JustinMind,  |
| Design Tools             | Adobe Photoshop, Adobe Illustrator, Adobe Bridge, Adobe Lightroom, Canva  |
| Information Architecture | Card Sorting, Primary Noun, Affinity Diagram, XMind<br>Concept draw Mindmap, mind42, MindJet  |
| Project Management       | JIRA, Gitlab  |
| Quality Standards        | CFR Part 11, 508 Standards, WCAG, W3C Standards   |
| Repository               | Github, Bitbucket, Asana, Gitlab  |



## Work Experience: 13 years

### Tektronix, Bangalore

Product Designer

Duration: 9<sup>th</sup> July 2012 to till date

Role: In Tektronix, my work starts right when the requirement gathering starts. I join the requirement gathering session and understand the Market/Business requirement. Based on it, I propose UI Acceptance Criteria. After stakeholder accepts the UI Acceptance Criteria, I work on the sketch/wireframe/mockup, whichever is necessary. Simultaneously, I work on the Information Architecture and exhaustive UI Done Criteria. I revalidate these deliverables with stakeholders again. Beyond this, I convert the Wireframes and IA into UI Designs. These designs are revalidated with the stakeholders and then shared with Engineering team, across sprint. All along this, I assure that design team is at least 2 sprints ahead of Engineering team. This assure the continuous delivery of the design in Agile development ecosystem.

I closely work with the Engineering team during the complete SDLC. I take care of all the Usability needs of all products under development, across platforms (Oscilloscopes, PCs & Handhelds). User profiling, Task Profiling, Information Architecture, Competitive Analysis, Ethnographic Studies, Usability Evaluation, Cognitive & Pluralistic Walkthroughs, Usability Benchmarking, Heuristic Evaluation, prototyping and participatory designing are few of my weekly activities. I have done more than 500 sketch/wireframe/mockup. This has greatly assisted the team in getting on the same page, realizing the behavior and quickly diving into development. I perform Usability and UX Evaluation every sprint. This has had great improved the product quality. I defined the **UX-Agile methodology** and successfully implemented it across product lines.



---

## Symphony Teleca, Bangalore

Senior UX Designer

Duration: 2<sup>nd</sup> August 2010 to 2<sup>nd</sup> July 2012

Role: I was working as a Usability Consultant with one of our Client, SCHNEIDER ELECTRIC. I assist the Development team with a desktop application for HMIs (Human Machine Interface). I developed wireframes, lo-fi prototypes, storyboards, walkthroughs and iterative designs across sprints. My initiative assured that all storyboards and designs are ready before the sprint starts. I did **1000+ storyboards, 200+ prototypes & designs**. This assured that team has all the UI deliverables needed to start sprint. This significantly improved the planning and effort estimation. I perform **Usability Evaluations** across sprints and help team understand the concerns and address them in the application.

## Professional Access, Bangalore

Senior UI Engineer

Duration: 23<sup>rd</sup> July 2009 to 31<sup>st</sup> July 2010

Role: My role at Professional Access primarily involves resolving UI issues with the Web Applications. I am expected to address and fix the UI bugs, which are there in the application. I also design new pages and develop the HTML/CSS for it. I assure that the pages adhere to W3C standards. At the same time, I was taking care of User Experience and Usability needs of the products that I as working on.

Client: Bestbuy Mobile

URL: [m.bestbuy.com/m/e](http://m.bestbuy.com/m/e)

With a \$45 billion in annual revenue, Best buy is one of the **largest B2C portals** in United States, Canada, Europe, China and Mexico. As a UI Developer for Best buy Mobile Web, I designed new pages, correct UI issues and resolve UI bugs. This needs to be done over a large number of mobile and handheld devices. I also resolved all cross-browser, cross device and cross platform issues.

Software: Heuristic Evaluations, Task Analysis. Cognitive Walkthroughs, HTML 4.0, XHTML, CSS 2.0, JavaScript, Adobe Photoshop CS4, Adobe Dreamweaver CS4, JQuery,



---

Client: Reid Elsvier

URL: [www.lexisnexis.com](http://www.lexisnexis.com)

Other than Best Buy, I also assisted the Reid team with their UI issues and concerns. I am currently working on the B2B portal of the Reid designing the eCaaS (e-commerce as a Service) portal for them. I am designing the UI wireframes and at the same time developing the front end for their portal.

Software: HTML, CSS, JavaScript, jQuery, Adobe Photoshop CS4, Web Technologies

## Globalshiksha.com

Senior UI Engineer

Duration: 15<sup>th</sup> May 2009 to 15<sup>th</sup> July 2009

Role: Globalshiksha is an online Education Directory. As a Senior UI Engineer; my role is to work on the all the aspects of User Interface, User Experience and Interface Designing of the Web portal. I was the only UI resource for the project. I created the wireframes, developed the prototype and then developed the HTML/CSS pages for project. I also needed to address the Usability and Accessibility issues of the project adhering to the W3C Guidelines. Today Globalshiksha is a successful B2C company.

Software: Usability Evaluation, Cognitive Walkthroughs, Heuristic Evaluations, User Testing, participatory design, HTML 4.0, XHTML, CSS 2.0, JavaScript, PHP 5.0, Subversion MySql, Eclipse, Photoshop 7.0, Adobe Dreamweaver 7.0., YUI 3.0,

## Indipepal.com

Senior UI Engineer

Duration: 12<sup>th</sup> January 2009 to 15<sup>th</sup> May 2009

Company: [indipepal.com](http://indipepal.com)

Project: Indipepal is a web 2.0 company. As a UI Engineer, my role is to develop the interface as per the design suggested by the UI designers. This done based on the images developed by the designers. I worked on the wortals of the website and develop them as per the designer's recommendations.

Software: HTML 4.0, XHTML, CSS 2.0, JavaScript, Velocity, Subversion MySql, Eclipse, Ubuntu Linux, Photoshop 7.0, Gimp, Adobe Dreamweaver 7.0. YUI 2.5.0, PHP 5.0,



## Deciphar life Sciences Pvt. Ltd

Senior UI Engineer

Duration: 16<sup>th</sup> Nov 2006 to 6<sup>th</sup> January 2009

Role: As UI Engineer, I worked closely with other teams in creating and implementing high quality and **Usable design** solutions that fulfill our application's business requirements. My role was to improve product quality and emphasize usability as well as quality and work with the Development team in development the front end. I along with my team assured that we provide a powerful yet simple interface, structured usability, incorporating results into design. I also established the process of seamless merger of Design and Development processes. Another challenge that the company was facing was the adaptability of the product by the customers. Not many customers were buying the product and those who bought were hardly using it. I involved myself in the Usability and User Experience of the product. I started doing **User Testing & User interviews**. This helped us find out the challenges that our customers were facing. We shifted our focus from Development to **User Centered design**. That greatly improved the User Experience, improve user acceptance of the product and **won new customers**.

Software: User Interview, Usability Evaluations, HTML 4.0, XHTML, CSS 2.0, JavaScript, Velocity, MySQL, Eclipse SDK 3.2, Photoshop 7.0, Subversion, Adobe Dreamweaver 7.0, YUI 2.5.0,