

Atinderpal Singh Saini

Interaction and User Experience Designer

Education

MS in Information Management @University of Washington

Sept 2014 - June 2016 | Seattle, USA | Specialization: User Experience & Data Science

Bachelor of Engineering - Computer Science Engineering @University of Mumbai

Aug 2008 - May 2012 | Mumbai, India

Relevant Experience

Product Management Intern- Mobile R&D @Concur Technologies (SAP)

June 2015 - Nov 2015 | Bellevue, USA | Best Intern -2015 Award

Prototyped **Apple Watch app** reducing expense filing time to 10 secs for 3.1M monthly expenses.

Simplified user flows for **adding attendees** to expenses managing projects in Lean/Agile teams.

Designed Google Analytics dashboard for Product Owners to measure released feature usage effectively.

Head of Technology & Design @The Global Panorama

Oct 2013 - Present | Cardiff, UK

Created brand identity and developed online presence while scaling the website to support 180+ content publishers worldwide. Used Information Architecture techniques for increasing content discovery and user retention by 65%; resulting in 25,000+ Weekly Active Users acquired organically.

Technology Lead (Co-founder) @ApolloMWT

May 2013 - July 2014 | Mumbai, India

Developed digital products for brand engagement over social-media through rapid prototyping while managing web design team of 4 using SCRUM. Also, developed Android apps like **SVSPlus**

Software Developer @Financial Technologies India Limited

July 2012 - Mar 2013 | Mumbai, India

Designed and implemented responsive front-end for stock market web app used by 4 Million+ users.

Prototyped interaction concepts for 5 global projects and was promoted to design mobile UX strategy.

Relevant UX Projects

Unikrn.com - UX R&D (Capstone Project), University of Washington, Seattle

Employed User Centered Design process to simplify onboarding experience for eSports betting website.

Tested and validated UI with new features on Unikrn's website impacting ~600,000 users annually.

Microsoft Skype - Usability Studies (HCDE 517), Microsoft, Redmond

Performed usability testing of Skype using eXperience Outcomes (XO) framework at Microsoft Labs.

Reported findings and design recommendations like speech translation were reflected later in Skype.

MyTrip - Interaction Design (HCDE 536), University of Washington, Seattle

Designed wearable and mobile interactions for travel website used for planning and during the trip.

Produced **video storyboard** for immersive storytelling and validated 20+ scenarios.

Home Value Patrol – Data Science (INFX 572), University of Washington, Seattle

Analyzed Zillow's Home Value Index (ZHVI) and Seattle's 911 calls datasets to investigate and visualize impact of crime on property value using machine learning algorithm. Rated best project in cohort.

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Programming

HTML5, CSS3,
JavaScript, JQuery,
Angular.js, D3.js,
NodeJS, Framer.js,
Grunt, Bower,
PHP, SQL, R,
Alexa Skills Kit,
AWS Lambda

Tools

Photoshop, Illustrator,
After Effects, UXPIn,
Axure RP, Balsamiq,
InVision, Proto.io,
Android Studio, Xcode,
MS Project, Aha, JIRA,
Trello, Ovo Usability,
Tableau, Google
Analytics, Sketch

Design

Sketching,
Information
Architecture,
User Flows,
UI Design,
Wireframes,
Interaction Design,
Storyboards,
Rapid Prototyping,
Personas, Scenarios,
Responsive Web
Design

Research

Market Research,
Contextual Interview,
Focus-group, Survey,
Competitive Analysis,
Affinity Diagramming,
Quantitative and
Qualitative Data
Analysis, Think aloud,
Usability Testing