

Atinderpal Singh Saini

User Experience Designer

Selected Experience

User Experience Designer @MINDBODY, Inc.

August 2016 – Present | San Luis Obispo, CA | 2 shout-outs in May (Executive recognition)

Produced and tested UX deliverables (wireframes & interactive prototypes with animations) for complete redesign of a key feature under tight deadlines; releasing by June, 2017 for 60,000+ businesses.

Designing solution for integration of features from recently acquired company Lymber ↗, into existing web solution, potentially driving higher growth from Reserve with Google ↗ (Google Maps integration).

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

June 2015 - Nov 2015 | Bellevue, WA | 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 interactive dashboard for Product Owners to measure released feature usage in real-time.

Technology Lead (Co-founder) @ApolloMWT

May 2013 - July 2014 | Mumbai, India

Cofounded the agency ↗ and managed growth alongside leading web design team of 4 using SCRUM.

Developed digital products and managed social-media campaigns for client's brand engagement.

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 5 global projects worth \$3 Million and was responsible for designing mobile UX strategy.

Selected 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 UX of 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. ↗

The Global Panorama - Head of Technology and Design (Volunteer since 2013), Remote ↗

Developed website to support 180+ content publishers worldwide. Used information architecture

concepts for increasing content discovery resulting in higher retention and 25,000+ organic user growth.

Education

MS in Information Management (Major: User Experience) @University of Washington

Sept 2014 - June 2016 | Seattle, USA | GPA: 3.62

Bachelor of Engineering - Computer Science Engineering @University of Mumbai

Aug 2008 - May 2012 | Mumbai, India

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Programming

HTML5, CSS3,
JavaScript, JQuery,
AngularJS, D3.js,
NodeJS, Framer.js,
ReactJS, Bower, Gulp,
CoffeeScript, SQL

Tools

Sketch, Framer,
UXPin, Figma,
Axure RP, InVision,
Origami Studio,
Principle, After Effects,
Photoshop, Xcode,
Android Studio,
Microsoft Project, Aha,
JIRA, Trello, Tableau,
Google Analytics,
Amplitude

Design

User Centered Design,
Information
Architecture,
User Flow Models,
Storyboards,
Personas & Sketching,
Wireframes, UI Design,
Interaction Design,
Rapid Prototyping,
Responsive Design

Research

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