

Atinderpal Singh Saini

Product Management | User Experience Design

Selected Experience

Product Designer (UX) @MINDBODY, Inc.

August 2016 – Present | San Luis Obispo, CA | Executive recognition in May

Produced UX wireframes and rapidly tested interactive prototypes for unified web & mobile experience of a redesigned point of sale system; 1.7Mn [€](#) sales completed since June 2017 by 60,000+ clients.

Working on integrating dynamic pricing features of Lymber [€](#) into existing web product, to drive more bookings from mobile users via MINDBODY App & Reserve with Google [€](#) (Google Maps integration).

Product Manager 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 3.1Mn monthly expenses.

Simplified user flows for adding attendees [€](#) to expenses working with lean/agile cross functional teams.

Technology Lead (Co-founder) @ApolloMWT

May 2013 - July 2014 | Mumbai, India

Cofounded the design agency [€](#) leading product ownership and UI development on scrum team.

Developed brand identity and digital pattern library while managing social-media campaigns for clients.

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 2 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 site.

Tested and validated UI 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 recommended features like speech translation were reflected later in Skype. [€](#)

The Global Panorama - Head of Technology and Design (Volunteer since 2013), Remote [€](#)

Developed backend to support 180+ content publishers worldwide. Used information architecture concepts to increase content discovery resulting 6x higher retention & 25000+ monthly active viewers.

Education

MS in Information Management @University of Washington

Sept 2014 - June 2016 | Seattle, USA | Focus: User Experience & Entrepreneurship | GPA: 3.62 |

Bachelor of Engineering - Computer Science Engineering @University of Mumbai

Aug 2008 - May 2012 | Mumbai, India

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Programming

HTML & CSS3,
JavaScript, JQuery,
AngularJS, ReactJS,
NodeJS, Bower,
CoffeeScript, SQL

Tools

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

Design

Sketching,
Wireframing
Interaction Design,
Rapid Prototyping,
Info. Architecture,
User Flow Models,
Persona & Storyboard,
Responsive Web
Design, UI Design

Research

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