

# Atinderpal Singh Saini

Crafting impactful product experiences through empathy and data

## Selected Experience

### Product Designer (User Experience) @ MINDBODY, Inc.

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

Redesigned point of sale system for simpler workflow and responsive web experience, resulting in \$1.7Mn+ of monthly sales completed by 60,000 clients; conducted rapid iterative prototype testing with clients in 10+ countries. Established unified web and mobile experience pattern library.

Owned integration of dynamic pricing (similar to Uber surge pricing) into MINDBODY ecosystem. Initiated framework for UX requirement gathering, project scoping, research integration, success metrics definition while working with cross-functional teams to streamline project management.

### Mobile Product Manager Intern @ Concur Technologies (SAP)

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

Prototyped Apple Watch app ↗ reducing time to create and file expenses from ~1.5 mins to 10 secs impacting 3.1Mn monthly expenses. Created analytics dashboard to measure success of each feature. Simplified user flows for adding attendees ↗ to expenses on Concur & Expenselt mobile apps. Created product roadmaps for Concur Labs and initiated usability framework for mobile apps team.

### Co-founder @ ApolloMWT

May 2013 - July 2014 | Mumbai, India

Hired and managed web and mobile development team of 4 using Lean/Agile methodologies. Developed inventory management system- 360Copé ↗ that automates inefficient hospital processes. Owned technical requirement definition, front-end implementation, project and client management for multiple accounts. Crafted strategies for branding and social media marketing of 20+ clients.

## Selected Projects

### Unikrn.com – UX Product Manager, WeWork, Seattle ↗

Employed User Centered Design process to simplify onboarding experience for eSports betting site. Tested new pattern library and UI components on Unikrn's website impacting ~60,000 annual users.

### Microsoft Skype - Usability Researcher, Microsoft, Redmond ↗

Performed usability testing of Skype using eXperience Outcomes (XO) framework at Microsoft Labs. Reported findings and recommended features like speech translation were added later in Skype.

### The Global Panorama - Head of Technology and Design, Remote ↗

Implemented backend to support 180+ content publishers worldwide. Used information architecture concepts to increase content discovery resulting into 6x higher retention & 25000+ unique visitors.

## Education

### MS in Information Management @University of Washington

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

### Bachelor of Engineering - Computer Science Engineering @University of Mumbai

Aug 2008 - May 2012 | Mumbai, India

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## Programming

JavaScript  
jQuery  
Angular.js  
React.js  
HTML & CSS  
Firebase  
SQL & R

## Tools

Sketch  
Figma  
Invision  
UXPin  
Framer  
AxureRP  
Principle  
Photoshop  
Trello & JIRA  
Google Analytics  
Amplitude  
Tableau  
MS Project

## Skills

Sketching  
Wireframing  
Interaction Design  
Interface Design  
Rapid Prototyping  
Info. Architecture  
User Flow Model  
Personas  
Storyboarding  
Responsive Web

## Research

Data Analysis  
Contextual Interview  
Focus-group  
Survey  
Competitive Analysis  
Expert Review  
Usability Testing