

Atinderpal Singh Saini

Crafting impactful product experiences through empathy and data

Work Experience

Product Designer (User Experiences) @ MINDBODY, Inc.

August 2016 – Oct 2017 | San Luis Obispo, CA | 2 executive recognitions

Redesigned point of sale feature ↗ for simpler workflows and delightful interactions with cohesive web/tablet/mobile experience, resulting in 1Mn+ sales completed in first month of beta release.

Developed mid to high fidelity prototypes and conducted rapid iterative tests with clients in 10+ countries. Crafted and implemented new responsive UI components library, interaction guidelines and product UX strategy for standardizing MINDBODY web/mobile products.

Owned UX roadmap and conducted extensive client research to integrate dynamic pricing feature ↗ seamlessly within MINDBODY ecosystem enabling merchants to sell custom deals to 6Mn+ users.

Mobile Product Manager Intern @ SAP Concur

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 feature usage/success.

Performed expert review to identify and simplify workflows to add attendees ↗ on Concur apps.

Created product roadmaps for Concur Labs and initiated usability framework for mobile apps team.

Co-founder/ Front-end Lead @ ApolloMWT

May 2013 - July 2014 | Mumbai, India

Managed web/mobile development team of 4 using lean/agile techniques for 10+ client projects.

Developed inventory management system- 360Copé ↗ to automate inventory checkout process.

Front-end Developer @ Financial Technologies India Ltd.

Jul 2012 - Mar 2013 | Mumbai, India

Implemented responsive and optimized front-end for ODIN trading platform with HTML5/CSS/JS.

Selected Client Projects

Unikrn.com – UX Product Manager (Dec 2015 - June 2016 | Seattle) ↗

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

A/B tested and deployed new visual library on Unikrn's eCommerce website increasing NPS by 72%.

Microsoft Skype - Usability Researcher (Jan 2015 - Mar 2015 | 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.

Education

MS in Information Management @University of Washington

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

Bachelor of Engineering - Computer Science Engineering @University of Mumbai

Aug 2008 - May 2012 | Mumbai, India | Received 3 scholarships | President, Computer Society of India (2009-10)

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Programming

JavaScript

jQuery

React.js

HTML & CSS

Node & Grunt

Firebase

SQL

Tools

Sketch/Figma

Invision/UXPin

Framer

After Effects

Zeplin

AxureRP

Photoshop

Trello & JIRA

Google Analytics

Amplitude

Tableau

MS Project

Skills

User Centered Design

Creating roadmaps

Prioritization

User Stories

User Research

Competitive Analysis

Creating User Flows

Mapping User Journeys

Creating User Persona

Info. Architecture

Info. Visualization

Sketching

Storyboarding

Wireframing

Interaction Design

Motion Design

Interface Design

Rapid Prototyping

Responsive Web

Contextual Interview

Focus-groups

Surveys

Expert Review

Usability Testing

A/B Testing