

SANDESH SHET

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PROFESSIONAL OBJECTIVE

To help organizations solve complex business and user problems in creative ways, by focusing on the end user to design products that work, are fun, and user friendly. Seek a balance of leadership, management and hands-on responsibilities. To acquire and learn new skills and technologies. Inspire people to be excited about designs that meet both business and user goals.

QUALIFICATION SUMMARY

Designer/ User Experience/Developer - Extensive hands-on experience designing data driven digital products and marketing collateral from concept to delivery.

Strengths:

- User Centric Design,
- Leading UX process to align requirements, features and expectations.
- 360 user experience design initiating at research, ideation, wireframes, interactive prototyping, visual design, development support and user-testing.

PRINCE2 Practitioner Certified Project Manager - With over 18 years of experience in the technology industry, helping companies to strategize, define, and design web and desktop products and applications. Expertise in leading small to medium sized cross-functional teams in the Web and Mobile app design and development processes.

- Proven design leadership and team-building skills with solid people, process, and idea management experience.
- Create, build and execute on the products vision with an entrepreneur spirit in an agile start-up environment.
- Excellent written and verbal communication coupled with good soft skills.
- Working in Agile and Waterfall.

CERTIFICATIONS

PRINCE2 Registered Practitioner from APMG-International (P2R/IN087025 – Dec 2013)

Global SEO University Training from COVARIO (Nov 2011)

H F I Certified Usability Analyst (CUA No. : 2010 – 2751)

Brainbench certified Flash Developer (2001)

Brainbench certified HTML Developer (2001)

B.A (Journalism), St. Aloysius College (1998)

SKILL SETS

Adobe Photo Shop	★★★★☆	HTML/HTML 5	★★★★☆
Adobe Illustrator	★★★★☆	UI/UX	★★★★☆
Adobe Dream weaver	★★★★☆	SEO and SEO practices	★★★★☆
Adobe Flash	★★★★☆	CSS and CSS 3	★★★★☆
BootStrap	★★★★☆	Java Script	★★★☆☆
Axure/ Balsamiq	★★★☆☆	WordPress	★★★★☆

EXPERIENCE SUMMARY

Experient Systems (Mar 2016 - current)

Senior UX/UI consultant and FE developer

1. UX and UI design of Mobile and Desktop versions of a major white label portal product for the financial services industry – including detailed UI specification for complex calculators and user friendly web content in Liferay Enterprise Portal.
2. Co-ordinated with vendors in various locations through the lifecycle of the product to get it right first time.
3. Conducted user research, created wireframes and personas.
4. Conducted Usability and UI acceptance testing throughout the lifecycle of the product.
5. Suggested changes to design and technology based on user test results.
6. Project and issue tracking with Jira in an agile environment.
7. Performed high level requirement analysis for optimisation of an HR online product
8. Provided quick win usability suggestions for immediate improvement to the HR online current version.
9. Design and development of Experient corporate web site (under development at <http://experient.net.au/home>)

Ugllii Corporation (Sep 2015 – Mar 2016)

Web Designer/Developer

1. Agile task management using (JIRA & Confluence).
2. Version control using Git.
3. Mobile app design for Ugllii Ads.
4. Ugllii Ads website design and development in Bootstrap.
5. Manage continues development of 'Ugllii-of' country websites.
6. HTML/CSS based templates for customisation of Ugllii Place of Business.
7. Banner and design for the Ugllii-of websites.

Freelancer (FEB 2015)

Calendar Club (July 2014 - Jan 2015)

Designer/Internet Marketing Coordinator

1. Maintenance and updating Ecommerce and Company website on Word Press and Magento
2. Designing promo banners and EDM's and blasting with Mail chimp.
3. Task management using Basecamp
4. Implemented soft A/B testing with EDM design and content.
5. Create and maintain site analytics using Google analytics.
6. Request and create back links from our partners and affiliates etc.

Lenovo (Oct 2007 - Mar 2014)

Project lead –Web Hub

Managing multilingual Western Europe websites and a team of 13, prepare task schedule plans, time lines & directing production. Chair and manage daily meetings and progress reporting with counterpart.

1. Managed the enhancement of the www.lenovo.com to a responsive website.
2. Managing the design and development of micro websites for Product Promo's and Launch.
3. Successfully rolled out two re-design of www.lenovo.com.
4. Progress reporting and feedback to concerned stakeholders.
5. Managed the overall resource allocation of designers, developers and interns for various projects.

Unisys Global Services (July 2005 - Oct 2007)

Project lead- UXD

I have successfully managed & coordinated the UI projects from concept through completion. Also as manager, I have worked closely with clients to create vision, conceive designs & consistently meet deadlines & requirements. In addition, I have been successful in effectively building, from scratch, & directing the production team.

1. Project managed the complete redesign of a cmd. prompt based desktop app. to a web based app.
2. Spearheaded the project for packaging design, manual design and interactive CD development
3. Managing the schedule for delivery, preparing and communicating regular progress reports to stakeholders.
4. Was member of the core committee of an e-Magazine called Unibytes and also designed and developed it.
5. Was involved in the concept design and story board development for Multimedia presentations & Product demos.
6. Managed the change in scope and schedule as per agreed change management process.

Apparatus Media Lab (Aug 2004- July 2005)**Associate Designer**

1. Responsible for Information Architecture for applications and Storyboards/wire frames
2. Creating wireframes and mock-ups using Illustrator or Axure.
3. Attend client meetings regularly to gather requirements, feedback and build general rapport.
4. Designed and developed websites for various Doctors and Hospitals in the US.
5. Designed Logos and Print collaterals for reputed IT, Entertainment, Leisure and Medical organisations
6. Interaction design for desktop and web enterprise applications for Financial and IT organisations

Independent Consultant (Feb 2003 - Aug 2004)

1. **Ray+Keshavan:** Built a **FLASH+ XML** website for a boutique Jewellery store. I was partially involved in creating a branding solution for a major Indian Construction conglomerate.
2. **Oracle:** Built a **FLASH** based interactive building map solution for the Bangalore International Airport Authority.
3. **MSN India:** Created **FLASH** banners for promotions and ads on the MSN India website

Learnet India Ltd(Feb 2001 - Jan 2003)**Multimedia Designer**

1. Working on the in-house portal and mainly on content production for WBT & CBT.
2. I was responsible for creating Visual elements, 2D Illustrations and Animations in **FLASH**.
3. Used Instructional Design methodologies to create meaningful lessons.
4. It also involved interacting with SME's, mainly teachers, to come up with storyboards
5. These were then worked on as final production in Director and FLASH.

Logix Microsystems (Sep 2000 - Feb 2001)**Web Designer Executive**

1. Flash Demo's, B2C, B2B, Corporate & Flash sites.
2. Design and development of the Flash 'Product Demo'.
3. Illustration and 2D character animation.
4. Provided voice over for Flash demos.
5. Worked on QA team to test the final output of Flash demos.

Saehan (Aug1998 - July 2000)**Copy Writer/Web Designer**

1. Worked on the Saehan web Portal.
2. Graphic and web pages design, updating of web sites, data editing.
3. Copywriting business plans to submit to the Venture Capitalists.

REFERENCES

Steve Melville: <i>CEO Experient</i>	email ID : steve@experient.net.au (0419366810)
Mathew Varghese: <i>IT Manager ANL Shipping</i>	email ID : mvarghese@anl.com.au (0450701090)
Preetham Philemon: <i>Pathwayze Support Analyst</i>	email ID : preetham.philemon@financialsynergy.com.au (0450343212)