Satyajit Roy

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Location preference: **Pune/Kolkata/Hyderabad/Bangalore**

Seeking leadership challenges in UX Project Delivery Function

UX/ UI /Information Architect / Gamification/Product Management

A multi-faceted UX Consultant with a successful track record of improving user experience, design efficiency, and monetization, across a breadth of large-scale B2B, B2C, and Enterprise applications. Having over 13+ years of rich and successful track record, involved in UX & Support of Web based Solution. **Setting up Product Usability Group in enterprise Level.**

Design for multiple domains, gaining expertise in Project Coordination, Product Life Cycle, Software Development Life Cycle and Team Management. Ability to engage with users, translate elicited feedback into insightful design interactions, generate prototypes in multiple fidelities and produce rapid iterations based on evaluations. Able to build an innovative, cohesive product team that is able to collaborate and communicate effectively with engineers, business stakeholders and customers. Demonstrated leadership qualities while organizing and providing UX support for consulting project teams.

UX Proficiencies

- **User-Centred Design** –Storyboarding High-fidelity prototypes, wireframes, use cases, Task Anlysis, **Information architecture(mobile & Desktop)**

- **Interaction Design** – Interactions Techniques/Fundamentals, Fitts Law, Gestural Interface Prototyping, paper Prototyping , Wizard-of-OZ

- **User Research –** Design Research, Basic Requirement Doc, Contextual Inquiry, Participatory Design, Focus groups, Persona and Heuristic Evaluation , document analysis

- **Usability Testing Tools-** Morae, Optimizely, Adobe captivate, Five second test, A/B Testing , Multivariate

- **Design Guideline** –Mobile Design Guideline (Andriod & Ios) Ipad Web based Apps

- **Design/prototype-** Axure RP, MS PowerPoint, Balsamiq, HTML , CSS, Expression Blend

Product Management Proficiencies

- **Usability Champion** – mobile & Web Usability, Heuristic, Mobile Design pattern

- **Process Management** – Waterfall, Agile/Scrum Process Design and Project Management ,Product Strategy and Roadmap, Net Promoter Score ,Business Model Canvas

- **UX Management** – UX Maturity Model, Team Management

Certification

Certification in Product Management - Udemy

Certification in Mobile Health - NovoEd- Stanford University

Certification in Enterprise Gamification from SALTMARCH

Mobile User Experience from Human Factor International, USA

Higher Diploma Software Engineering, - APTECH Computer Edu

Brain Bench in HTML 4.0 - Brain Bench USA

Mobile Strategy work

- **Mobile Augmented Reality** – App Design with Augmented Reality-(Ecommerce & Children)

- **Mobile Gamification** - Gamified App Design for Trizetto Health App & Salesforce

Work Experience

Syntel Inc.
Sr. Usability Specialist- R & D Mobility (March 2014 –April 2015)
Team Leading- 14 resources, Technology- Java & IOS

- Self-starter, able to manage individual responsibilities and also contribute successfully to team deliveries on complex, long term projects
- Interfaced with senior-level (Director) to provide UX strategic thought leadership for mobile product management.
- Do User Research, Business Analysis role for all UX project across the organization and as a part of Customer Experience.
- Business Research & Analysis for Healthcare Domain Application support for Mobile & Web.
- Assist and lead in new business presentations where User Experience input is needed. Work closely with the Executive Strategy leaders for Creative Technologies in defining best-in-class UX solutions for B2B & B2C Application for clients.
- Provide consultation to visual designers and developers to ensure defined UX-planning is executed
- Provide consultation to project teams on interaction approach, usability, end to end design to fronend development (HTML & CSS)
- Present UX design concepts and project requirement to internal stakeholders, agency partners, and clients as business analyst role

Deepraj Softwares Pvt. Ltd
UX Consultant / Principal Designer (June 2013 –March 2014)
Product Team Leading- 06 resources, Technology- Java & IOS

- Envision a roadmap for an innovative and **holistic user experience across Organization, and product Development**
- Conducted user research such as focus groups, informational interviewing, and surveys to define strategic goals.
- Perform pre and post client engagement activates for new client development & better customer retention.
- Design & Response RFP's for Project Requirement Understanding. Developed and presented internal educational sessions on topics ranging from planning and executing content strategy to mobile and responsive web design.
- Developed information architectures and collaborated on content strategies for website redesigns and mobile, creating content inventories, user workflows, content outlines, sitemaps and wireframes.
- Team Building & monitoring UI members, Collaborate with other team members (product managers, junior UX designers, and front end developers) through the entire design and development process.

Pyramid IT Consulting
Interaction / Tech Lead - Web/UI (Dec 2005 –May2013)
Team Leading- 15 resources, Technology- ASP.Net & MVC (HTML & CSS)

- Primarily accountable **to leading the designing team in India US & Canada for development & delivery of Product solutions and Marketing collateral.**

- Managing from requirement analysis/concept development to final product delivery.

- Responsible to define site architecture and navigation that serves as a blueprint of the site upon which all other aspects are built.

- Evaluating Use Cases and Business Requirements for functional specifications and designs.

- Tracks all major project milestones and deliverables

- Ensures that design project plans meet broader timelines for any dependencies with our technology organization and business partners

- Created prototype of the application, resulted in a 45% improvement in development process India outsource centre.

- Leading the team of Designers, Jr. Developers &Technical writers.

Rai University
Web/Graphic Designer (Jun 2004 to Apr 2005)
Technology- HTML & CSS

- Responsible for WBT/CBT Course ware Development
- Visualization & Story boarding
- Design of elearning Websites of university & online Course

Wigan & Leigh College India
Graphic Designer Faculty (Jul 2001 to Jun 2004)

- Corporate Trainer Responsible for Course ware Development
- CBT Design ,Visualization & Story boarding
- Campaign Development & Designing

Education
Bachelor in Computer Application – AIMT

Personal Details
Date of birth: 07-03-1977
Passport: L3900964
Languages known: English, Hindi & Bengali
Location preference: Pune/Hyderabad/Bangalore

Online Portfolio
http://www.rsatyajit77.com

Annexure Major Project Summery

(Note: Major Project Details have been mentioned in the ANNEXURE from next page)

Project	**Syntel SocioCalyx**
Client	Syntel Enterprise Application
Duration	6 months
Team Size	20 resources
Environment	Win 7, JAVA,IOS, Photoshop, Axure
Details	Syntel SocioCalyx provide news feeds, tweets, job opportunities, and other social activities, while you are on the go. Stay connected with all this and more, with Syntel SocioCalyx Mobile App. Track Syntel's participation at events, happenings, and recruitment drives, and view the latest videos as soon as they are uploaded.
Responsibilities	• Interaction Design & Brain storming • Creating the whole user experience & usability • Creating Design workflow
Availability	Google Play store & ITunes
Project	**MSO Excellence**
Client	Syntel Enterprise Application
Duration	1.5 months
Team Size	3 resources
Type	Native- Android & IOS
Environment	Win 7, JAVA,IOS, Photoshop, Axure
Details	MSO Excellence App is a project reporting tool for Syntel employees(PM & above) that allows users to view status and health of all the projects that they are involved in. It enables a one-click communication for project managers, on call or via messaging. The PHI (Project Health Indicator) gives you an exhaustive description of the daily health of your project and delivers a wide range of relevant information.
Responsibilities	• Interaction Design & Brain storming • Create wireframes/Mock-up • Develop working prototypes and other artefacts to describe the intended user experience.
Availability	Google Play store & ITunes
Project	**HealthMapp**
Client	Trizetto US- HealthCare Unit
Duration	3 months
Team Size	4 resources
Environment	Win 7, JAVA, Dreamweaver, Photoshop, CSS
Details	HealthMapp is an healthcare app which lets you search and find the best doctor near you, from across US . You can directly book appointments with the doctor you need, right from your mobile. HealthMapp lists verified doctors and clinic profiles, so you have a wide range of options while choosing the most suitable doctor.
Responsibilities	• Business Analyst to understand client Requirement and SME • Get Certified for project Requirement from Stanford University for SME • Project Requirement understanding & Design • Creating Design & Feature workflow
Project	**Mobile Email Management**
Client	Syntel US- Enterprise Application
Duration	6 months
Team Size	20 resources
Environment	Win 7, Andriod, IOS, Photoshop
Details	Mobile Email Management (MEM) solution delivers complete security for corporate emails.

	You can configure advanced compliance policies to manage user credentials, prevent data breaches by allowing, removing or blocking mobile devices accessing the network
Responsibilities	Development of native Mobile Email System - Business Analyst role for understanding mobile Email systems - Creating the Roadmap & Requirements of each email App screen - Interaction design & Design workflow - Creating Design Artifacts - Creating Design for IOS & Android Devices
Project	**Mobile Device management**
Client	Syntel US- Enterprise Application
Duration	6 months
Team Size	15 resources
Type	Hybrid & Native- Android & IOS
Environment	Win 7, JAVA, Dreamweaver, Photoshop, CSS
Details	Mobile Device Management enables businesses to address challenges associated with mobility by providing a simplified, efficient way to view and manage all devices from the central admin console. Our solution enables you to enroll devices in your enterprise environment quickly, configure and update device settings over-the-air, and secure mobile devices. Syntel MDM can manage a diverse fleet of Android, Apple iOS, ,Mac OS, Windows Mobile, Windows PC/RT and Windows Phone devices from a single management console
Responsibilities	Analyzing & Design of Web base Application of MDM Admin panel & Native Android & IOS Application. - Requirement gathering & understanding Existing MDM in Market - Interaction design & Design workflow - Create wireframes/Mock-up - Develop working prototypes and other artefacts to describe the intended user experience.

ANNEXURE -*MAJOR PROJECT (Gamification) SUMMARY*

Project	**Trizzo Gamio Health**
Client	Trizetto US- HealthCare Unit
Duration	1 months
Resource	2
Environment	Win7, Andriod , IOS, Adobe Photoshop, Balsamic
Details	Trizzo Gamio Health App solutions use social gamification and engagement analytics to make healthcare and wellness programs easily accessible and self-motivational. This dramatically increases patient adherence, thereby reducing healthcare costs and insurance premiums.
Responsibilities	Client Engagement Gamified Healthcare App SME Design & Development Architecture Coordinating with client for Project Requirement understanding & Design Signoff & Act as SME for throughout the Project cycle.