

TANMAY JOSHI

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UI/UX DESIGNER · IIT ROORKEE

“If a product needs manual to work, it is broken”

Education

Indian Institute of Technology, Roorkee

Roorkee, India

B. TECH IN PRODUCTION AND INDUSTRIAL ENGINEERING

May 2015 - PRESENT

- Secured an All India Rank of 3869 in IIT-JEE Advanced - 2015, the national exam for admission in IITs

Experience

Novanet Pvt. Ltd | Internship

Mumbai, India

UI/UX DESIGN INTERNSHIP

May 2017 - July 2017

- Gained insight of how User Experience helps in deciding the business model of the app.
- Did user research and developed user personas to help out the team to build a better product.
- Collaborated directly with the founder and designed the interface and interaction of the app.

Docconsult LLC | Freelancing

Jaipur, India

LEAD PRODUCT DESIGNER | FREELANCER

May 2017 - October 2017

- Created and tested the Minimum Viable Product (MVP) in the market niche.
- Developed the UX with help of user research and user personas.
- Lead the design team of 6 designers and collaborated with 6 developers to launch the final product.

Rainmakers LLC | Freelancing

San Francisco | Work from home

UI DESIGNER | FREELANCER

December 2017 - PRESENT

- Designed the user interfaces for the product on a strict timeline.
- Collaborated with the lead designer over internet and designed according to the market demands analyzed by the lead designer
- Used graphic principles on UI.

uFaber Edutech Pvt Ltd

Mumbai, India

UI/UX DESIGNER | FREELANCER

December 2017 - Present

- Collaborated with the marketing and sales team to design a flow, aligned with the business model.
- Used the sales funnel and sales principle in designing the pages.

Geek Gazette, IIT Roorkee

Roorkee

DESIGNER

August 2015 - PRESENT

- Managing a team of 20 designers at Geek Gazette who design the official technical magazine of IIT Roorkee every semester. The aim is to bring uniqueness and raise the standard of design with every issue.

SDSLabs, IIT Roorkee

Roorkee

UI/UX DESIGNER

January 2016 - December 2016

- Worked with a team of 20 designers and developers to make software products useful to the current college students.
- Conducted workshops and open lectures for enthusiastic students.

E-Summit, IIT Roorkee

Roorkee

LEAD PRODUCT DESIGNER

December 2017 - PRESENT

- E-summit is the official annual entrepreneurial fest conducted by IIT Roorkee, with average footfall over 50,000.
- Collaborated with 5 designers and 6 developers to manage the production and process of design. Managed the timeline between designers and developers.

Fanzest

IIT Roorkee

CO-FOUNDER

December 2015 - July 2016

- Fanzest was an e-commerce start-up, catering to the need of fans of different fandoms.
- Sold 200+ tees in just one week. Collaborated with different groups to print personalized tees.
- Had to shut down operation due to lack of funding and high cash burn rate.

Honors & Awards

NATIONAL

2015 **All India Rank 3869**, IIT-JEE ADVANCED - 2015

Jodhpur, India

Skill-set

Adobe creative suite

Sketch

User personas

Information Architecture

User flow charts

mood Boards

Positions in Committees

2018 **Lead Designer**, E-summit 2018

IIT Roorkee

2015 **Designer**, Geek Gazette

IIT Roorkee

2015 **Co-Founder**, Fanzest

IIT Roorkee