

Amrut Lagoo

User Interface (UI) & Visual Designer | Graphics Designer | User Experience Designer |

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Accomplished purely **User experience** and **UI/Visual designer** with over eleven years' experience in IT software as a key member on the centralized user experience design team. These include award winning **mobile apps**, best in class **enterprise desktop applications**, and **web apps**. Highly skilled in creating pixel-perfect UI screens, component styling, generate specifications and final assets for web, desktop and mobile applications.

Professional Summary

- Working as **Principal Designer** - at **HARMAN Connected Services** (A **SAMSUNG** company) Pune – India.
- **11+ years** of experience in projects involving **User interfaces / visual designing for desktop, Web, Mobility applications and User Experience Design (UX)**.
- **6+ years** of experience in **user experience designing**
- Have successfully completed 10 days course conducted by HFI, Mumbai. (**HFI-Certified Usability Analyst™**)
- Have successfully completed “**Usability Engineering**” course conducted by Design Incubator R&D Labs.
- Have been responsible for planning and managing **end-to-end UX and UI Design** solutions
- Creating **visual design** with strong **branding guidelines** and **specifications**
- Closely working with cross functional UI development teams to create visual design assets and detailed design specifications
- Strong knowledge in **User interfaces of Web, Desktop and Mobility UI designing (iPhone, iPad and Android)**
- Experience in **designing wireframes, high fidelity, low fidelity** and **paper prototypes** and **visual design**
- Sound experience in UI & **Visual designing for all platforms, pixel perfect Icon Designing**
- Collaborate with UI Development, Managers and Architects to effectively establish UX Process in various projects. Includes develop **design strategy, personas, task flows, wireframes, prototypes** etc.
- Sound understanding of **Usability, User Experience Designing** in Product Designing, Applications, **Web and Graphic Designing**.

Awards

- “**Sparkle Award**” in 2013 awarded by **SymphonyTeleca** for successfully handling project for **Samsung Gear Smart Watch**.
- “**Star Award**” in 2009-2010 awarded by **BMC Software** for New Product launch for Mobility – Visual designing **Designed visual designing of the BMC product for mobility** which has received “**Pink Elephant Award**” in year 2012 in Enterprise domain.
- “**Best Creative Designer**” in 2007-2008 awarded by **AFTEK Limited**.

Specialists

- Project Management, Customer Interaction, Requirements Gathering and Analysis
- Information Architecture - Information Prioritization based on research activities, Card Sorting
- Usability Evaluation Techniques - Heuristic Evaluation, Competitive Bench-marking , Usability testing
- High and Low Fidelity Prototyping, Wireframe Creation
- Web & application User Interface design, Visual Design
- Sound understanding of Designing tools.
- Assurance of Providing Excellent results in short time span with maintaining quality and accuracy
- Strong communication interpersonal learning skills.
- Ability to handle stress and time effectively.
- Strong Visualization and conceptualization skill
- Excellent communicator, with an emphasis on building strong relationships, with client and team members
- Ability to handle various projects concurrently meeting the deadlines with quality
- Managed teams comprising of graphic artists and designers

Familiar with

- Usability, User Experience – Design strategy, Lo-Hi fidelity prototypes, Wireframes using Axure, Balsamiq tools.
- Adobe Creative Suite CC – Photoshop, Illustrator, Fireworks, In Design - Designing Tools which are requiring for user interface and visual designing.

Work Experience



HARMAN Connected Services (A SAMSUNG company) – Principal Visual Designer

Duration: May 2013 – Till date

successfully completed projects in following domains:

- Travel & Hospitality
- Big data, Analytics
- Energy
- Automobile, Infotainment
- Healthcare
- Telecommunication
- Cloud applications

Current Role & responsibilities:

- Creating pixel perfect user interface / visual designing

- Interacting with clients directly to gather requirements
- Creating wireframes, prototypes, design strategy etc.
- User Interface designing for Desktop, Web apps, digital apps
- High Quality Icon Designing as per requirement and branding
- High fidelity screens designing with strong branding guidelines
- Creating pixel perfect ui, visual designing & production assets

Samsung | Gear Smart Watch | Visual Design for apps & games

Developed task flows, user research, wireframes. done various application's visual designing screens with high quality deliverables. Also responsible for to provide necessary assets and screen specifications. Closely working with client's development team during implementation.

Infotainment Touch Screen User Interface | A leading car manufacturing company in India

Responsible for to create user studies, interface designing, User experience as per the graphics specifications

Symphony RPM | Analytical Business Tool

I was responsible for to requirement gathering and to create wireframes, visual screens provided with maintaining their standard and design guidelines, specifications and assets.

British Telecom | Delivery Management Suite

I was responsible for to create wireframes and visual screens provided with maintaining their standard and guidelines. Provided parts and pieces along with specifications and design guidelines.

IQ Max Mobile Project | User Interface designing

Responsible for to create mobile application user interface designing as per the agreed wireframes.

Harman International, Volkswagen | UI/UX designing for digital audio – video car system

Responsible for to create user interface designing, User experience as per the graphics specifications using Human Machine Interface – HMI



BMC Software – Usability Developer

Duration: July 2009 – May 2013

Worked as a solo person in India from User experience design team, I was responsible for to handle all UI/UX related requirements for cross functional teams on applications, rebranding, maintaining and improving user experience.

Role:

- Interacting with architects, managers
- Involving with clients as necessary
- Heuristic evaluations on acquired companies' products and rebranding
- High Quality , pixel perfect Icon designing as per BMC branding guidelines
- Hi fidelity screens designing as per BMC branding
- Following UXD process for applications
- Usability research and implementation
- Individually Handling requirements from cross functional development teams
- Creating Wireframes for enterprise, cloud based apps using Axure
- Coordinating with geographical based development teams. (USA, Israel & India development teams)
- Data gathering on products by discussing with stake holders, real users
- Handling entire designing requirements for India, US & Israel



Aftek Limited – Graphic Designer

Duration: August 2007 – July 2009

Role:

- Conceptualize, design and fully develop a variety of projects ranging in varying complexity, including (but not limited to): logos and corporate identity, branding, print collateral, brochures, newsletters, posters, flyers, catalogs, books, direct mail, t-shirts, advertising campaigns, billboards, trades show graphics.
- Follow creative process from inception to execution for a wide range of clients and industries
- Develop and produce complete web presence, from developing a site plan to design, execution and upload
- Web & Desktop based Applications
- Mobile Applications
- Touch Screen Applications
- Print Media
- Flash animation
- Identity / Branding
- Logo Designing
- Corporate Intro Animations
- Icon Designing



Indian magic Eye Pvt. Ltd. – Web Designer

Duration: September 2006 – July 2007

Role:

- Flash Intros, Web Designing, Print media, Logo Designing, Web Animation, Graphics creation



Invitra Technologies Pvt. Ltd. – Graphic Designer

Duration: April 2006 – August 2006

Role:

- Web Designing
- Logo Designing
- Flash Animations
- Web Applications
- CD presentations
- Corporate Identity Design, branding

Education

B.Sc. – specialization in Graphics, Media and Animation (3 Years)

From **Yashwantrao Chavan Maharashtra Open University (YCMOU)** with First class

HFI - Certified Usability Analyst™ - Human Factors Internationals, Mumbai

Diploma in Computer Programming – 3 Years (1998 - 2001) from Boston's Computer Institute

Completed Course in **“Usability Engineering”** conducted by Design Incubator R&D Labs Pvt. Ltd.

User Centered Design process

User requirements engineering

User Interface Visualization and Interaction Design

Graphic Design and User Interface Aesthetics & Usability Testing

Personal Information

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Birth Date : 11th January 1983
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Thank you!

Sincerely,
Amrut Lagoo