

Ankur Sinha

Senior UX Designer | Product Strategist



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Portfolio Link

 sinhaankur.carbonmade.com

Profile

A Key Focus on Mix of Domain Centred Design & User Centred Design

An engineer who learnt interaction design spent the past 5 years researching and working with various firms on building a usable product.

Delivered usable/adaptable design solutions to clients cutting across Banking(Retail & B2B), Salesforce, Oil & gas, E-commerce(Web, App & Kiosk), & Supply Chain.

Led design team to work closely with client and end-users to deliver a product for an impactful Design Differential.

My Favourite book so far is "Sapiens by Yuval Noah Harari"

PROFESSIONAL SKILLS

USER RESEARCH
USABILITY TESTING
PERSONAS
SITEMAP
CARD SORTING
USER FLOW
INTERACTION DESIGN
WIREFRAMES

Tools

Sketch
Omni Graffle
Pen&Paper
Axure RP
Adobe xd
Adobe photoshop

WORK EXPERINCE

Senior User Experience Designer

Oracle Pvt Limited | (Feb 2020 - Present)

Collaborate. Innovate. Simplify. Iterate.

Part of DbaaS and DB Tool Team at oracle.

UX Designer | Product Strategist

Deloitte Touche Tohmatsu India LLP | (April 2018 - Feb 2020)

- Serve as an integrator between Client needs and technology solutions, helping to create technology solutions to meet clients' business needs
- Problem solve and offer ideas to solve client issues Conduct relevant research, data analysis, and create report Identify efficiencies and innovative approaches
- Maintain responsibility for completion and accuracy of work products Assist in proposal development as requested
- Bring the user-centred design (UCD) process methods to design for various channels from concept through launch
- Collaborate with stakeholders such as product managers, design, engineering, quality assurance and clients to identify the best experience that meets users need, business and technical needs
- Worked on ERP Systems such as Sales Force & Supply Chain Products.
- Conducted E2E user requirement analysis and delivered the product with update Information Architecture with the right type of reports that give right recommendation and insights.
- Creating Wireframes and interaction designs to cover all the specific use-case.
- Wireframe Iterating based on the stakeholder feedbacks for creating a more refined product.

Certification

HFI CUA
Certified Usability Analyst

Projects Worked on

Citibank NA
Citibank India
Citibank philippines
HSBC
iPress
WeddingVows
Wedding&Marigold
Parisera
Parry Nutraceutical
ICE
Quikr India
Deutsche Bank IND
CEAT India
Unilever
Hitshot
Vodafone

Hobbies

Swimming
Off-Roading
Music
Running

WORK EXPERINCE

Lead UX Designer

Snowtint Technologies P. Ltd | (Sep 2016 - Mar 2018)

Founded and currently manage Snowtint's first designated UX team, building an A caliber group of interaction designers and user-experience researchers. Charged with improving UX for Web properties, social media offerings, and mobile applications through quantitative/qualitative research and value-added IA/UX deliverables. I own the production & delivery by the UX team, providing strategic user experience directions.

User Experience Designer

Rage Communication P. Ltd | (Jun 2015 - July 2016)

- Well-Versed in fundamentals interactive design disciplines.
- Design oriented with an appreciation for technology
- Ability to self-manage and remain on task while working on aggressive timeline.
- Strong comfort level and flexibility for an organic and iterative process.
- Worked on various projects in Agile methodology.
- Experience conceding and designing detailed wireframes.

Junior - User Experience Designer

- Understanding project requirement and delivering key wireframes.
- Understanding the technical constraints and branding goals.
- Presenting work to clients, collecting feedback
- Interviewing End Users

IT Analyst

IBM, India | (June 2013 - July 2014)

EDUCATION

BACHELOR OF TECHNOLOGY (COMPUTER SCIENCE)

BTLIT Bangalore , VTU | Aug 2008 - May 2013
