

Amit Bassi

Hailing from a family of designers, design has always been an integral part of my life. I am one of those designers who enjoy their craft and since I enjoy it, I create things the best way I can.

With HCl and HFI certification, I have adopted and adapted User Experience & Interaction design as my passion for 6 years and have also been serving the visual & graphic design since 13 years.

My experience

UX Design Consultant
Publicis Sapient - Dubai
March - October 2019

Sr. UX Architect
Publicis Sapient - India
March 2018 - March 2019

Lead UX & UI Designer
Dew Solutions Pvt. Ltd.
2015 - 2017

UX/UI Designer
Potchi Mobiles
Sept 2014 - Dec 15

UI & Visual Designer
Emaar MGF Ltd.
April 2013 - Sept 2014

Design Consultant (UX & UI)
Indian Health Exchange
May 2012 - March 2013

Graphic Designer
Brandcorp June 2008 - May 2010

My accomplishments

ADCB Bank, Abu Dhabi, UAE

Was hired as a consultant to weave a few design interactions. However while exploring the app, I discovered user experience flaws. I convinced and worked closely with client to re-design the whole mobile app, which then **multiplied the conversion rate by 330% within a couple of months.**

Brown Advisory Bank (July - August 18)

Designed an enterprise dashboard for loan documents.

Morgan Compliance (June - July 18)

Designed a profile base dashboard for B2C users.

TataCLiQ - Ecommerce app - Design lead

Owned and designed an Ecommerce mobile app for retail, that increased the conversions by 66% in the very first month of its launch. Increased user satisfaction (+31%) and perceived findability of information (+59%). The new design decreased the bounce rate (-34%).

Franklyme

Was part of a UX design team to research on the product, user needs and usability testing to enhance the user experience for socialising mobile application (Android and IOS).

Asst. Manager Marketing (Web and Print)

Was responsible for the company's digital growth.

Responsible for the company's B2B web app, that catered medical and healthcare professionals. The startup was later acquired by Bausch and Lomb.

Designed various packaging materials considering competitor analysis and user testing.

Experience

Graphic Designer
TGC, Delhi Feb 2001 - Sept 2006

Design tools

- Sketch App
- Figma
- Adobe XD
- Whimsical
- UxPin
- Invision
- Marvel
- Confluence
- Zeplin
- Photoshop
- Illustrator
- Indesign

Education

HCI Certified
Coursera.org - 2016

CUA Certification course
HFI - 2017

Design & Multimedia
CIC, Australia - 2008

Design & Merchandising
NIFT - 2001

Graphic & Web Design
TGC - 2002

Bachelors in Arts
IASE Raj. Uni. - 2013

Interests

- Design workshops
- Product analysing
- Traveling
- Photography

Accomplishments

Was part digital design team, developing conceptual print/digital adverts to attract domestic market.

Design skills

User research, User empathy, Data analytics, User advocacy
Critical thinking, Logic and reasoning, Business acumen,
Information architecture, Negotiation & collaboration
Lo-Mi-Hi wireframing, Rapid/clickable prototyping, Participatory design, UX writing, Receiving and providing critics, Story telling, Agile and lean design, Design psychology, Behavioral science, Testing and reiterating, Visual communication, Design theory, Interaction design (HCI), Responsive design skills and Continuous learning.

Talents

- A big picture thinker who's obsessed with crafting details.
- An energetic collaborator who's motivated to inspire.
- An ambitious, delivery focused, diplomatic & adaptable to task.
- I've a deep sense of empathy, which fuels my passion to craft
- honest, inclusive and meaningful experience for users.
- I'm strong at communicating design intent - verbally & visually.
- I embrace experimentation and I 'am not afraid to be wrong.

Honorable mentions

Graphic Design - Tutor

Taught design principles and methods to 400+
Under Graduate and Post Graduate students.

Reach me

- www.behance.net/bassiuxd
- <https://www.linkedin.com/in/amitbassiuxd/>
- bassi.uxd@gmail.com
- +91 0 888 261 8960
- Skype: bassiuxd