

Amit Bassi

Product Designer



Full-stack product designer with 8+ years of experience in user experience, interaction, and visual design, capable of crafting world-class products from scratch. I lead the design of digital products and platforms that are used and loved by millions worldwide.

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MY EXPERIENCE

Product Designer - Freelance, Gurgaon

DEC 2019 - PRESENT

- Designing products for a few domestic brands
- Leading design direction, marketing concepts, and style guides
- Build and maintain design system (mobile and web)
- Convert data analysis into a user-friendly experience

UX Design Consultant - Publicis Sapient, Dubai

MAR 2019 - OCT 2019

- Designed a Fin-Tech app for NTB users (ADCB Bank)
- Led workshops for product research and user research
- Translated complex concepts into simple interactions
- Assisted the team with information architecture
- Defined strategies, site maps, wireframes, and prototypes

Sr. UX Architect - Publicis Sapient, Gurgaon

MAR 2018 - MAR 2019

- Worked with design teams on web apps interaction design
- Developed product concepts and explorations
- Provided development and implementation support

Lead UX/UI Designer - Freelance, Gurgaon

JUN 2017 - MAR 2018

- Designing products for various domestic and Gulf based clients
- Led design direction on misc graphic design jobs
- Coordinated with developers providing design elements
- Supported design teams with responsive design interactions

SKILLS

User Experience Design
Data Visualisation
Research and Testing
Interaction Design
Wireframes
UX Writing
Prototyping
Visual Design
Augment Reality
VUI - Voice Interaction
Design System
Psychology Design
Behavioral Science
Human-Centered Design
Strategizing Hooks
Nudge Theory
Design Thinking
Responsive Design

Sketch app

Figma

Adobe XD

Invision

Marvel

Principle

Photoshop

Illustrator

Indesign

Zeplin

Lead UX/UI Designer - Dew Solutions, Gurgaon

DEC 2015 - JUN 2017

- Led design of productivity and other mobile apps
- Built and maintained design system for (TATA CLiQ)
- Provided creative direction and mentored team

UX/UI Designer - Potchi Mobiles, Noida

SEPT 2014 - DEC 2015

- Coordinated with the design team on interaction design
- Built and maintained Android-based design system
- Supporting digital marketing team on various collaterals

Asst. Manager Marketing - Emaar Group, Gurgaon

APRIL 2013 - SEPT 2014

- Deployed successful marketing campaigns from ideation to execution
- Experimented various organic and paid acquisition channels
- Designed various conceptual marketing collaterals for brand promotion

Design Consultant - INHX, Gurgaon

MAY 2012 - MAR 2013

- Gathered and evaluated user requirements
- Created storyboards, process flows and sitemaps
- Designed GUI elements for responsive websites
- Reiterated the design based on users feedback

ADDITIONAL 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 the task.
- I'm strong at communicating design intent - verbally & visually.
- I have a deep sense of empathy, which fuels my passion for craft honest, inclusive, and meaningful experience for users.
- I embrace experimentation and I 'am not afraid to be wrong.

SOME CLIENTS I LOVED WORKING WITH

TATA CLiQ - ADCB Bank - TATA Croma - Brown Advisory Bank
Morgan Compliance - TATA Motors - ICICI Pru. - MetLife
Microsoft VUI - Reliance Enterprise - Mr. Right - Dawailelo
Franklyme - Locus - Indian Health Exchange - Creative Toys
Lifestyle - Practo - Emaar

EDUCATION

HCI Certified

Coursera - 2016

CUA Certified

HFI - 2017

Design & Multimedia

CIC, Australia - 2006 - 08

Design & Merchandising

NIFT - 2001

Graphic & Web Design

TGC - 2002

Bachelors in Arts

IASE - 2013

INTERESTS

Design workshops

Product analysing

Traveling

Blogging

SOME FACTS

Graphic Design Tutor

100+ students

ACCOMPLISHMENTS

ADCB BANK Multiplied the conversion rate by 330% in a couple of months.

TATA CLiQ Increased the conversions by 66% in 2 months. User satisfaction +31%, Perceived findability of information +59%, and decreased bounce rate by -34%.