Apurv Ray

I am an experience designer who can negotiate with equal ease with developers and product managers. I am looking for Sr. Designer Roles in Canada. My key areas of expertise are User Experience Design, High fidelity prototyping and User Research.

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EXPERIENCE

Squareviking, Toronto, Canada — *Owner / Principal Consultant*

APRIL 2017 - CURRENT

Squareviking Inc, is a design and innovation consultancy that reimagines people's relationships with the digital and physical world around them. We use the power of design to create services people love. By combining a human-centered approach with robust methodology, we work with startups and SME's to make complex systems simple and elegant. Founded in 2017, Squareviking is based out of Toronto, Canada and works with companies around the world.

Uberflip, Toronto, Canada — *Sr UX Designer*

DECEMBER 2015 - MAY 2016

Designed towards establishing the company as a Content Experience Platform, conducted user research and usability studies for the various parts of the "backend" systems i.e. the part of the app that marketers use to manage their content. Designed and help oversee development of the sales enablement endeavours called "Uberflip Extensions" for Chrome as well as Outlook. Started auditing the design flaws and creating a unified design language across the different pages removing design inconsistencies and flaws.

Qubole, Bangalore, India — *UX Designer*

DECEMBER 2015 - MAY 2016

Created a unified design language for the entire web app and re-enforced it with an UI style-guide. Improved the interaction design for core components of the product offering making it "easier-to-use" for non-technical users. Was part of an Agile team with several Web developers and was responsible for providing deliverables made in Sketch and Adobe CC and overseeing their accurate deployment in HTML/Javascript.

SKILLS

Sketch, Axure RP, Adobe CC, Interaction Design, Visual Design, High Fidelity Prototyping, Innovation management, User Centered Design Methodologies, User Research, Design Guidelines creation, Service Design, Print Design, HTML/CSS.

AWARDS

Most Innovative Degree Project - Graduating Batch of 2011 My Bachelors degree thesis was adjudged the most Innovating project of the batch at 2007-11 Graduation.

Most Impactful Presentation/Talk - [24]7 Inc Design Summit 2014
My talk on the use of prototypes to improve designer developer collaboration was awarded the best one at the company's annual design summit.

LANGUAGES

English, Italian, Hindi, Marathi

[24]7 Customer Inc, Bangalore, India — *Sr. Interaction Designer*

MARCH 2014 - NOVEMBER 2015

Led the team who redesigned the entire enterprise reporting suite propelling 24/7 inc into top right quadrants in reports from Gartner and Forrester. Personally responsible for all the interaction design and high fidelity prototyping of the responsive web apps. Led the service design for the client on-boarding process reducing the “time-to-value” to 2 weeks from existing 12 weeks. I was part of multiple agile teams over-seeing the design and deployment of the deliverables.

Ameya Infocom, Gurgaon, India — *UX Designer*

AUGUST 2013 - FEB 2014

Designed the interaction and visuals for mobile apps and responsive websites for many clients of Ameya as well as built in-house apps like “addabol” and “fatafat” aimed at Indian market. Built custom CRM’s and apps for management of these applications as well.

Sprinklr, Gurgaon, India — Lead *UX Designer*

MARCH 2013 - JULY 2013

As the first UX design hire I designed several key components and of their consumer facing SaaS offering. Started hiring designers to expand the team.

Barilla, Parma, Italy — *Innovation management Intern*

August 2012 - FEB 2013

I worked on several projects at the Italian processed food giant, including a microwave oven that cooks pasta, risotto and several other dishes with minimal human intervention. I was responsible for the UX of the responsive e-commerce website that sold the microwave and food kits and the service design for the eco-system. In another project I also designed a touch only vending machines that measured several key factors like product desirability and variance by time of the day.

Multiple Companies, Pune, India — *Multiple UX Internships and UX Design Consulting*

APRIL 2010 - SEPTEMBER 2011

Worked as a freelancer and did internships at a number of startups as UX designer. Notable companies are True Sparrow (Fab.com/Hem), Viralmint.com (erstwhile dealtadka.com), Fortune Cookie Pvt Ltd, Infinitely Beta, OAB studios etc. In total I have about 20 months of internship experience before my masters.

EDUCATION

Politecnico Di Milano, Milan, Italy —
Masters in Strategic Design and Innovation

OCTOBER 2011 - JUNE 2013

Symbiosis Institute of Design, Pune, India —
Bachelors in User Experience Design

JULY 2007 - MAY 2011

PROJECTS

Cucina Barilla — *Innovation Management*

I worked on a project which involved service design and innovation management for a microwave which cooks pastas and risottos among many other italian dishes with minimal human intervention. Launched in Italy and soon to be launched in North America.

www.cucinabarilla.it

Uberflip Sales Extensions— *Product Design*

Designed and help oversee development of the sales enablement part of Uberflip content marketing platform called "Uberflip Extensions" for Chrome as well as Outlook.

https://www.uberflip.com/extensions/