

Apurv Ray

I am a design leader with over a decade's experience with building user-centered products. I am looking for design management and leadership roles in Canada. My key areas of expertise are user experience design, user research and design coaching.

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EXPERIENCE

Zipline Inc, Fully remote — Sr. Designer

APRIL 2021 - CURRENT

Part of a very nascent design department, I was hired as the first product designer and led the platform redesign. I built the design system and facilitated the migration from a base bootstrap UI to the new designs. Helped expand the team to 6 people, actively participating in recruiting and setting up processes for the design team.

Common Wealth Retirement, Toronto, Canada —

Head of Design SEPTEMBER 2020 - APRIL 2021

I was the first design hire for the startup and took over the reins from a studio. Removed inconsistencies and severe interaction design problems from the product to bring it to market. Collaborated with the Product, Tech and Marketing leadership to facilitate MVP roll-out by balancing out the desired ease-of-use and development efforts; while navigating changes due to market forces and change in product direction.

Telus Digital, Toronto, Canada —

Sr. Strategy Manager – B2B JANUARY 2019 - SEPTEMBER 2020

Lead UX Designer – B2B SEPTEMBER 2017 - JANUARY 2019

I joined the TELUS DIGITAL team as the lead for B2B authenticated products and led several projects to completion to facilitate self-serve capabilities for business users. Also worked on re-design of the unified home-page people landed on after logging in with over 3 Million unique visitors monthly. Unified the experience for every type of user from consumer to business and blended profiles so that they can view all of their products in one place, resulting in improved customer ratings. Contributed, helped govern & augment the TELUS Design System.

SKILLS

Interaction Design, Visual Design, High Fidelity Prototyping, Design Management, Mentoring, Design Systems, Innovation management, User-Centered Design Methodologies, User Research, Service Design, Print Design, HTML/CSS.

LANGUAGES

English, Italian, Hindi, Marathi

CONFERENCE TALKS

Design and Content Conference 2019 – Vancouver
“Expand your Normal”
Lightning talk – 15 min.

A11Y Camp 2019 – Toronto
“Expand your Normal”
Full-length talk – 45 min.

UX INDIA 2015 –
“UX Designer as a detective”
Full-length talk – 30 min.

AWARDS

Most Innovative Degree Project - Graduating Batch of 2011 My Bachelor's 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.

Squareviking Inc, Toronto, Canada — Owner / Principal Consultant

APRIL 2017 - CURRENT

Started my own design consultancy primarily working with startups to help get them to a better-designed product and often working with their clients and users to deliver insights on how they can improve the overall user journey for better product-solution fit.

Uberflip, Toronto, Canada — Sr. UX Designer

AUGUST 2016 - MARCH 2017

Responsible for improving the SaaS product and different add-ons from a UX perspective and bringing coherence consistency in the UI. Helping them reach the next level of software finesse.

Qubole, Bangalore, India — Sr. UX Designer

DECEMBER 2015 - MAY 2016

Created a unified design language for the entire web app and re-enforced it with a 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.

[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 onboarding process reducing the “time-to-value” to 2 weeks from existing 12 weeks. I was part of multiple agile teams overseeing 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 “addabot” and “fatafat” aimed at the 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 ecosystem. In another project, I also designed touch only vending machines that measured several key factors like product desirability and variance by the 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 a 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 pasta 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