

Samita is a User Experience designer & Evangelist with 14 years of consulting experience in the UX design related field. She also has broad range of experience in design research and multimedia based skills across numerous technologies and devices.

She is currently working as a Principal UX Consultant with Share States, a leading US based crowd funded asset management company. Just before that she was working with IPC System's voice communication systems for financial trading institutions. Her UX experience extends from working with startups to global consulting giants such as Infosys, Wipro, Capgemini, IBM and Zensar where she has successfully provided human computer interaction related services to major clients.

Besides her North America experience, she had been working long time in Europe and in India. In London, she worked with Volkswagen, Adidas, Diageo, British Petroleum, British Telecom, Atradius, Lloyds and other reputed European clients. She holds 2 bachelor degrees in Computer Engineering, Visual Communication and MBA in International Business. She is also a member of UPA and IxD.



Samita Bhandary

Lead. User Experience Designer & Information Architect

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December 2017

- till date

Sharestates

Role: Principal User Experience Consultant

Sharestates is a pioneer in the field of marketplace real estate lending, the online path to consistent passive income for investors and a fresh source of targeted capital for borrowers. Sharestates has three key personas, Borrower, broker and Investor. Each persona has a different user flow yet they may overlap by their actions and states. The main reason Samita was hired for

- To identify key differences of each persona flows and create a seamless user experience
- To reduce the complexity and increase discoverability
- To create an engaging experience to drive more investments or borrowing.

Summary of responsibility:

- Work with product management and engineering teams as well as other designs to help define product goals, requirements and represent user's point of view throughout the product planning process.
- Design the workflows, wireframes, prototypes, sketches, and final delivery mockups, to illustrate design solutions.

Strongest area

- Her strongest area is Interaction & Visual Design, creating user flows, Low and Hi Fidelity mockups and prototypes using **Sketch, Invision (Studio) and Zeplin.**
- Exceptionally fluent in Axure, Visio, Omnigraffle and **Adobe creative suits.**
- Rapid design and visualization with iRise
- HTML website development with HTML5 and CSS3

Good knowledge in

- User research with Morae
- Video analysis, interviewing, focus group heuristic evaluation
- Visual design – icon design with adobe illustrator and hi fidelity web layout creation
- Prepare UI specification documents, use case documents etc.

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- Verify and improve on designs through reviews, validations and formal usability testing with end users.
- Rapidly prototype and deliver multiple iterations and versions of a design to quickly advance.
- To make sensible design decisions even when not all data is available and be able to figure out a correct possible mistakes that are discovered before shipping a product or a feature.



October 2017 -
December 2017

Santander Bank, Boston – MA
Role: UX Mobile Designer Specialist

Samita worked as a UX Mobile Designer to build a brand-new dynamic, reactive, and appealing experience for Santandar's existing mobile banking application.

Responsibilities:

Design user interaction, navigational hierarchies, and workflow models; translate your concepts into wireframes, mockups, and prototypes.



June 2016 -
October 2017

IPC Systems Inc. Jersey City - NJ
Role: Principal Product Designer & Consultant UX

A trading turret is a specialized telephony key system that is generally used by financial traders on their trading desks. Trading turrets enable users to visualize and prioritize incoming call activity from customers or counter-parties and make calls to these same people instantaneously. IPC's Mercury turrets are the latest addition into an existing portfolio of Unigy CDIs or clients.

Samita was hired to work on the embedded user interface of the Mercury turret device which has a large touch screen area that can display up to three applications per screen simultaneously, using a custom tiled window manager. A Mercury turret can be paired with a second screen that increases the total number of simultaneous applications to six.

Samita's work consists of three principle deliverables:

- Flows and interaction
- High fidelity mockups and
- component definition.

In combination of latest UX tools such as Sketch, Zeplin and Invision. Samita has brought an excellent collaboration between product managers, marketing end UI engineers. She has also worked for the cloud equivalent of the same device with effective UI transformation.

Major modules and functionality of the Turret UI worked:

- Multiple login and authentication management
- Overall layout design, active application management, dealing with user preferences on UI for home screen. Navigation redesign

She is very good knowledge of graphic design principles, a wide variety of media, and production methods.

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iRise Expert

Applied expertise in iRise, a prototype development and requirements gathering tool, to deliver high-quality User Interface concepts.

She is sound with the following iRise modules

- Data and page navigation
- Page simulation using common widgets
- Using Decisions and setting Rules
- Scenario Ideation
- Creating Templates and Masters
- Using Page Actions and Events
- Creation of Tables
- Using the Style Manager
- Exporting iDocs and Reports

- Speaker and microphone control UI
- Chat and communication design



February 2016 -
Jun 2016

Halo Cloud Technologies- Los Angeles/San Francisco bay area

Role: UX Product Design Lead

Home care or Home health care aims to make it possible for people to remain at home rather than use hospital and other institutional-based nursing care. HALO has brought together industry cloud based web and mobile software technologies into secure, faster home care administration. Samita was responsible for the overall product design strategy, starting from the scratch to the final development stage, understanding the user and other competitive product ensuring the simple, elegant and easy to user software product responsible for desktop and mobile platform.

Summary of responsibilities:

- Responsible for product delivery, end-to-end
- Manages web/mobile application in an agile environment, as product owner
- Design and implement a web-based, cloud-based, scalable UI and user Experience
- Uses lean methodologies to develop and iterate on a minimum viable product (MVP) vision
- Creates user experience and development artifacts – including wireframes, workflow diagrams, prioritized backlog of stories, and road map
- Conducts analysis of related products and user experiences
- Provide graphics design leadership during implementation Design applications that are highly scalable and highly interactive
- Rapidly converts ideas, prototypes and mock ups to production quality user interfaces
- Uses validated research findings to make informed decisions on product strategy and design
- Leads cross-functional teams (based in U.S. and Belarus)

Infosys Technologies, Canary Wharf - London

Role: Sr. User Experience Architect and Design Evangelist

90% of the work of being a UX professional is evangelism. As a design evangelist, Samita gets to use both sides of her brain and her heart in helping the strategic and tactical aspect of UX leadership. Infosys in London had never used UX as a unique selling point before. But her power of design approach persuades several prestigious market leaders such as Adidas, Diageo, Atradius, British Telecom etc. and turned into potential clients or repeat design business with Infosys.

Samita did several hands-on projects specially on data visualization and designing analytical applications. She also experimented design with various technology platform like .Net, Sharepoint, Oracle BPM and Microsoft surface paradigm.

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Latest UI trend specialization.

- Responsive UX design:
- User Interface (UI) Consistency Across Devices Vs. Device-Specific UI Conventions, Focus, Familiarity, Functionality, positioning, optimization
- Applying Straw man as a UX problem solving technique
- User experience for data analytic and data visualization
- Persona and scenario based design
- Conducting research and translating into Affinity diagram
- Flat UI design
- UX under Agile process life cycle



July 2012 -
February 2016

She was always a key player for building a strategy of responsive design, expanding across devices. And as a part of that she was always a primary designer for several mobo development projects. She also worked as a focal point for standardizing design process and documentation with Indesign team and the cross vertical development team across multiple countries.

Key tools used:

Sketch, Invision, Zeplin

iRise

Axure RP Pro

Visio, Omni Graffle

Adobe Creative suites (Illustrator, Photoshop, In-design, Dreamweaver etc) Hand sketching and quick story boarding

Key clients, concepts and projects in Infosys

Boots: A content management based Administrative application

Diageo: Re designing existing Knowledge based and content management system

Atradius: Developing a Pre-sales web application within Oracle BPM framework

Adidas: Interactive project workspace in a flavor of social networking style

DHL: iPad application

Diageo: iPhone application for Whisky night promotion (Finding offers in nearest bar)

Lebara: A unique role as a Project manager:
- Managing development team
- Reporting on daily updates
- Inputting user experience team
- Collaborating with offshore functional team

Ricoh:
- Tracking defects and updating resolutions
- E-commerce application conceptualization

British telecom - Dashboard Data visualization experience

Internal project: - IBP - Financial data visualization user experience

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Technical & Software skill:

Prototyping Tool:

iRise Studio, Adobe Dreamweaver, HTML, CSS.

Mockup and Wireframe tools:

Sketch 3, Invision, Zepilin, Axure, Omnigraffle, Balsamiq, Visio etc.

Digital Imaging:

Adobe Illustrator, Adobe Photoshop

Web Publishing:

Adobe Dreamweaver, Bootstrap, JQuery

Multimedia:

Adobe Captivate, Sound Forge

Print Publishing:

Adobe InDesign.

Project Management:

Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook

Programming & Implementation:

Advanced HTML and CSS, XML, JavaScript

Usability testing tool:

Basic of MORAE

Platforms: Macintosh OS, Microsoft Windows



March 2012
- May 2012

Haymarket Network on Volkswagen - London

Role: Sr. Information Architect

She is performing a pretty delicate role more than a designer usually does. In her current assignment with Volkswagen group she extends her responsibilities more as an ace business analyst or a product manager. Information gathering, customer visit, stake holders meeting, scoping requirements and signed off, planning of deliverable and road map along with defining user journey, flows, wire frames and other UX activities also guiding the visual design team. It's not certainly easy to develop a unified system to build across Volkswagen brand directly linked with customer care center, brand advertising and the retailer together bringing under one roof with a seamless user experience based on different level of user and massive information sharing system. As an Information architect her role is certainly even more challenging and meaningful as she is the lone IA for the whole \$50 million project.

Summary of responsibilities:

- Providing strategic project guidance, monitoring, troubleshooting, feedback and hands-on participation in project activities
- Leading through persuasion and influence
- Collaborating with a clients, technical teams and marketing.
- Maintaining a high level of customer satisfaction
- Communicating effectively with all levels of clients

Group FMG, London

Role : Information Architect (Freelance)

She was freelancing for Group FMG for designing a sophisticated reporting tool on iPad. This tool should have powerful data visualization interfaces along with number of interactive graphs and charts. The tool will also able to handle multiple conditional sub tasks and drill down further layers.

Samita used iPads default multi-touch gesture for designing this app and the Information architecture was a critical challenge for it.

Zensar technologies, Pune - India

Role : Sr. Information Architect

She was working closely as an interaction designer and Information Architect collaborating with cross-functional team to assess product requirements, creating UI models, user task and interaction flows, screen designs, user-interface specifications, conceptual diagrams, wire frames, visual mock ups, and prototypes. Presenting design work to the marketing team, product team, and executives for review and feedback. Provide heuristic evaluation, usability analysis.

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July 2011 to
January 2012

Key tools using: Axure RP Pro - 6.0 Visio, Adobe Photoshop Adobe Dreamweaver

Key clients and projects

Indian Navy:

Digital signage and billboard user experience design:

The INS Mumbai (D62) is the third of the Delhi-class guided-missile destroyers in active- service with the Indian Navy. Samita has designed an unique user experience for its various electronic billboards and LCD displays for its Western Naval Headquarter. She has created rare pieces of time-lapse based interactions, adding new language such as blink, color or sound based user interactions for a no key control display system.

Cisco:

Cisco Derivative work process was designed for Cisco learning partners for managing various e-learning tools, modules and subscriptions.

WIPRO - Bangalore, India

Role : Lead, User Experience Designer - Product design

What she did:

She joined Wipro global operation team as a senior usability engineer. This team was mainly responsible for overall user experience strategy, planning, process and allocating resources on various consulting projects. Apart from the core user experience team, the team also had graphic designers, web designers and technical writers. Her initial challenges were to collect information about the multiple piece of software that already exists among various delivery platforms across Wipro. The biggest problem was defining a scope, summarizing all discrete modules under various open source platforms and tools as a single unified user experience without breaking the process life cycle.

Responsibility:

- Provide design innovation and leadership on projects for a new web-based integrated Project management tool (Wipro FlexAD)
- Serve as lead UX consultant and focal point for all design deliverable and tasks: Site maps, wire frames, visual designs, quick prototyping, user scenarios, user task analysis, user goals, UI specifications, and usability testing. Projects, including dashboards, widgets, and products
- Responsibilities included: driving design presentations, information architecture, information design, interactive design, visual design, technical implementation, and defining graphic style and UI standards. Requirements gathering, test case development, test lab development

Key tools used:

Balsemiq mock ups

Visio

Adobe Photoshop

Adobe Illustrator for icon design



December 2010
- July 2011

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Adobe Dreamweaver, HTML 5.0, CSS 3.0
Key methodology used
Card sorting and IA redesign
Paper prototyping and Low fidelity prototyping
Interviewing user
Heuristic evaluation



February 2008
- December 2010

Capgemini - Bangalore India /Atlanta USA

Role : Sr. User Experience Designer

What she did:

- Defining the user experience strategy and the information design (Card sorting, Affinity diagram)
- Coordinating both the creative and the developing processes. (Prototyping, Interaction designing)
- Focus on converting design solution into advance front end technology (Open source UI tools like Yahoo UI, Ext-Js)
- Performs expert evaluation, conducting usability testing (Heuristic Evaluation, Morae)
- Manages branding and standards.

Key tools used

iRise - Extensively used for all prototype
Visio
Adobe Photoshop
Adobe Indesign for UI spec writing
Adobe Dreamweaver, HTML 5.0, CSS 3.0

Key clients

Vonage
Coca Cola
General Motors
Sony

In Vonage project:

She worked as a part of six members team had conducted Interact usability testing in Holmdel on Retention, Customer Care, and Tier 2 Technical Support. Preliminary research findings delivered a 58% satisfaction rate with the current system.

Phase 2: Creating information Architecture and basic concept design:

She finally prepared three samples of Agent persona and their work under various scenarios. Based on these scenarios the design team started brainstorming with paper prototypes and

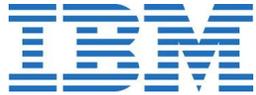
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"Once the overall satisfaction rate and other parameter arrived Client's specific benchmark (80%) (Actual results showed 88% to 89%) I started creating user interface specification document with the help of visual designers and content."

sketches. At the end, she and her team had come up with the high level scope. She did sample Rapid prototype (Using Visio) after consolidating through focus group with team

Phase 3: Detail design and changes through iterative usability testing:

She was using iRise to deliver high-quality user interface concepts for iterative usability testing. The iRise was exclusively using across various Caggemini project as a center of design excellence.



September 2007
- February 2008

IBM, Bangalore, India

Role : Associate Designer - e Learning

What she did:

She was working extensively with IBM's virtual learning environment using IBM Content producer and Lectora professional suit. Her role included modelling with functional, usability and non-functional requirements based on IBM User Centered Design Approach. She also supported e-Learning design and delivery, Learning Solution Strategy, Instructional Design specifications and Usability Evaluations.

About IBM CONTENT PRODUCER AND LECTORA -

Both CP and Lectora was used to build new applications that allowed to research a variety of computer assisted, pedagogical learning styles. The underlying research were related to usability, system quality, and pedagogical paradigm. IBM's build in usability model made the CP more diverse.

Key tools used:

Lectora and Content Producer
Visio
Adobe Photoshop
Adobe Captivate and Flash

Logix Microsystem Ltd. - Bangalore - India

Role : Sr. Web/UI Designer

What she did:

Logix was presently one of the India's fastest growing Software Products Company mostly into Automobile application solution business. As a Sr. Web developer, her role included functional user interface designing using XHTML, CSS, JavaScript, and communicating with Java, JSP and Struts developer on implementing proposed UI. She was working with many of their clients like General Motors. Ford Motor Company. Mitsubishi Motors. Honda. Mercedes. Nissan directly or

April 2007
- September 2007



Business domain experience:

- E-commerce
- Automobile
- Sales and Marketing
- Digital Media
- Finance
- Logistics
- Telecommunication
- E- Learning
- Administrative
- Healthcare.

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indirectly associated with various web development works.

Key tools used

HTML, CSS,
Adobe Dreamweaver
Visio

Major Clients -

Mercedes

Honda - The world leader in automobiles manufacturing

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MindWeaver - Bangalore, India

Role : UI Architect

What she did:

A challenging role as it held responsibility for all design work within the company. Although Mindweaver was mainly a Software application consultant, yet it also supports their clients with printed marketing material. This role involved leading a small design team and its responsible for guiding the concept development, design and information architecture to create user-centered solutions for clients.

- Direct, Conceptual, strategic and tactical creation of robust integrated GUI websites and web application solutions using HTML, DHTML, CSS and JavaScript.
- Perform usability testing and synthesize data into concrete GUI design proposals; presents design ideas using white boarding, story boarding, paper prototyping, flowcharting and mock ups.
- Lead and coordinate a cross functional design team, product marketing team, development team to maintain a goal oriented environment with logical and creative thinking.
- Prepare several technical documentation and planning report for clients estimating costing, time framing and technology adoptability for various software and multimedia projects.
- Lead with various Interactive CD ROM / Course Material / CIV / KIOSK / Product Training / Software Simulation and similar development project.

January 2005
- April 2007

Education:

- Bachelor in Engineering-
Computer Science
- B.Sc in Visual Communication
(Design and media related study)
- MBA in International Business

Hobbies and Interests:

- Singing, Dancing and Painting,
Modeling
- Achievement – Won many singing
competition, performs stage
Shows, ramp shows etc.