









# Shobhit Saxena


Experienced “User Interface and Usability designer” with focus on optimal efficiency, simplicity, and functionality

E-mail: [shobs123@gmail.com](mailto:shobs123@gmail.com)  
Linkedin: <http://in.linkedin.com/in/shobhitji>  
Blog: <http://www.web-ux.blogspot.com/>  
Web: <http://www.graphixangels.com/>  
Tel: +91 966-586-8884, 937-339-1912

## Quick view at Technical Skills

Area of Expertise	Proficiency
Adobe CS3+ Web Suite Adobe Photoshop, Dreamweaver, Illustrator, others	 9/10
HTML4.0 and CSS2.0 , SEO	 9/10
DIV based layouts	 9/10
IPad, Android HTML5 based Apps	 6/10
HTML5.0 and CSS3.0	 5/10
3D Tools 3ds max, Maya, Swift 3D	 6/10
Video Editing and Composition Adobe Premiere, After Effects	 6/10
Usability and UX Designing Tools Balsimiq, Napkee, Visio	 9/10

## Quick view at Management Skills

Area of Expertise	Proficiency
UXD Project Delivery Management	 7/10
Resource Planning	 9/10

Dynamic 9+ year’s career designing, interactive user interfaces in the fast-paced Internet and software development industries. Apply rigor and creativity, combining expertise in usability research, human-computer interaction, and graphic design to solve diverse GUI design issues. Excel in team collaboration and solution brainstorming. Exceptionally strong sense of aesthetics and attention to detail.

- Skilled in designing applications, user interfaces (UI), websites, online ads, and e-newsletters.
- Adept at all phases of project lifecycle, **including requirements gathering and user analysis to information architecture (IA), testing, graphic user interface (GUI) design, and implementation.**
- Solid knowledge of **human-computer interaction (HCI), navigation, and usability for UI design.**
- Strong design and production skills with emphasis on interactive elements.
- Exceptional communication, interpersonal, and time-management skills.

## Professional Experience

1. **PubMatic India, Pune** , Aug-2009 to till date  
*Senior Visualizer/Interaction Designer*

Prior to my joining, PubMatic User Interface was cited by publishers as the key reason for dissatisfaction as it was very unimpressive and non user friendly as compared to other competitors. I have redesigned the interface and interactions which have got very positive feedback from limited customer release and sales people are signing up lot more deals with the new User Interface.

- My responsibility includes giving the best visual and interaction experience to customers while adhering to the latest UI standards and internet (W3C) specifications.
- I Plan for, delegate, oversee, and polish all UX project deliverables (such as strategic vision briefs, concepts, wireframes, site maps, content inventories, etc.)
- Web **application framework** and maintenance, **CSS**, and proposing **UI library** and elements that enhance good user experience and is easy to integrate and maintain.
- Developing extensible and modular web application framework which can be easily adapted/migrated to new standards in future.
- Defining **interaction patterns**, iconography and Calligraphy.

### *Achievements and Awards:*

- I have been promoted and now working as a **key member** in the **Product Management Team**.
- I have been duly recognized and been given **Star of the Quarter Award**.

2. **Zensar Technologies, Pune** , Dec-2008 to Aug-2009  
*Senior Visualizer*

*Zensar Technologies is a globally focused software and services company and provides end-to-end services from IT development to Business Process Outsourcing, from consulting to implementation.*

- Design User Interfaces with great UE Designs for brand names as **Strate, CISCO, Oracle, and Carre4** with **WEB 2.0 concepts**.
- Wire framing of the Applications/Websites.
- Creation of Branding and User Experience Style Guide.

### *Achievements and Awards:*

- Winner of Twenty 57 Design Bank UI Competition – South Africa
- Winner of Saregama Design Web Portal – India.

3. **Symphony Services, Pune** , May-2007 to Nov-2008  
*Interaction Designer*

*Symphony Services, leader in outsourced Product engineering services dedicated to helping clients compress time to market. At Symphony I was working with product companies like **Oracle, Bitwise CTSpace, Build Online (UK)** and other in-house CMS systems.*

- Key role in handling UI related stuff and working on User Interaction.
- I was responsible for doing the **Symphony Newsletters** and to circulate them across Symphony Services **worldwide** offices.

4. **Gatesix Inc.**, Sep-2006 to May 2007, *Web Specialist*
  5. **Rubico India (P) Ltd.**, Sep-2004 Sep-2006, *Multimedia Developer cum Web Designer*
  6. **Flash Advertising**, April-2004 to Aug-2004
  7. **Softweb Infosolutions**, August-2003 to January-2004, *Web Designer*
  8. **IOCS Computers**, May-2002 to July-2003, *Multimedia Instructor*
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### Relevant Trainings & Certifications

- Design Incubator's Limited Edition Course (March'11) - Usability, Information Architecture and Interaction Design Best Practices
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### Academic Certification's

- **M.Sc. (Computer Science)**, Rohtak University.
  - **PGDCA** Certified from Rohtak University.
  - "O" Level Certification Course from UPTEC, Kanpur.
  - Brainbench Certified HTML4 Programmer. (It is the world's largest organization which conducts certification exams on internet. Certification may be verified online [www.brainbench.com](http://www.brainbench.com) through my transcript id (2566275))
  - Currently pursuing in **MBA** from **Symbiosis Institute of Management, Pune**.
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### Personal Details

Marital status:	Married
Languages known:	Hindi and English.
Passport:	Yes

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### Portfolio and References

Available on Request