

Anand Geetey

User Experience Design and Research

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Looking for a full-time position in HCI field to spark ideas, design workflows and develop interactions to improve user experiences.

Education

Master of Science in Information (Human-Computer Interaction)
Sep'11 - Apr'13 | University of Michigan Ann Arbor, MI, USA

Bachelor of Engineering (Mechanical)
Aug'03 - Jun'07 | Barkatullah University Institute of Technology Bhopal, MP, IN

Work Experience

User Experience Designer
Feb'16 - Present | Xeeva Inc., Madison Heights, MI

- ❖ Working on an online system that allows Suppliers to handle all workflows i.e. RFQs, PO, Invoices and messaging etc. all in one account.
- ❖ Defining workflows, Creating Wireframes, designing Style Guide, conducting user research and doing Task analysis.

Environment: Axure-Pro, After Effects, Premiere-Pro, HTML & CSS, agile, UCD & IA concepts

Junior User Experience Designer
Feb'14 - Feb'16 | Netlink, Madison Heights, MI

- ❖ Working closely with Developers, Marketing team and Managers in gathering the user needs, writing user stories and acceptance criteria in agile for a new supplier collaborator software.
- ❖ Designing workflows, wireframes, visual prototypes and building UX standards.

Environment: Sketching, Axure-Pro, Illustrator, HTML & CSS, agile, Heuristic Evaluation

User Experience Design Intern, Inventor - Ease of Assembly Project
Jun'12 - Aug'12 | Autodesk, Novi, MI

- ❖ Worked with engineers and Product Manager to refine concept for new workflows
- ❖ Developed mock-ups for interaction and visual design of the workflows.
- ❖ Conducted Usability studies, generated recommendations and presented results.

Environment: Workflow Design, UI Design, Heuristic Evaluation, User testing, Photoshop, agile

Other Projects

Interaction Designer, Principles of Software Design for Learning - City-tutor
Jan'13 - Apr'13 | U of M, Ann Arbor, MI

- ❖ Designed a mobile app that can help users to learn about a new city through learning local language and learn about the local places using learning theories.

Environment: UCD, Learning Theories, Gamification, Prototyping, Competitive Analysis, Axure, Balsamiq

User Researcher, Usability Evaluation of Threadless
Jan'12 - Apr'12 | U of M, Ann Arbor, MI

- ❖ Evaluated Threadless.com by conducting User Interviews, Competitive Analysis, Heuristic Evaluation, Survey and User testing to identify breakdowns in the site.
- ❖ Provided detailed reports for various user research methods & presented recommendations.

Environment: Interaction Map, Stakeholder interviews, User testing, Heuristic Evaluation.

Coursework

Needs assessment &
-Usability Evaluation
Intro. to Interaction Design
Fund. of Human Behavior
Information Visualization
Information Architecture
Principles of Software
-Design for Learning
Contextual inquiry & Proj. Mgt
Graphic Design
Design of complex websites
Videogames and Learning
(*Research Credits*)

Methodologies

Wireframing
Prototyping (Hi/Lo-fidelity)
User stories
Acceptance Criteria
IA Concepts
Customer journey mapping
Contextual Inquiry
Heuristic Evaluation
Personas & Scenario
Usability Testing
Competitive Analysis
Survey Design

Languages & Scripts

HTML & CSS^{-competent}
PHP^{-fluent}
Python^{-conversant}
MySQL^{-fluent}
JavaScript^{-conversant}

Software

Sketch^{-competent}
Axure RP^{-competent}
Balsamiq^{-competent}
Camtasia^{-competent}
Qualtrics^{-fluent}
Photoshop^{-fluent}
Illustrator^{-competent}
Fireworks^{-competent}
After Effects^{-competent}
Premiere Pro^{-fluent}
InDesign^{-conversant}
Dreamweaver^{-competent}

References provided on request.