



# Anand Geetey

Product / UX Design

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 Detroit currently  
Open to move

 ageetey.com



Hello, I'm Anand. I am looking for a full-time position in HCI field to discover needs and design products and services to improve user experiences. I like to bring a balance between business requirements and user needs.

## Experiences

Feb 2016 – Present

### UX Designer - Xeeva Inc.

Working on multiple projects including Designing a Data Analytics Product and an online Training Audit tool for Xeeva's client.

Gathering business needs, user needs and interpreting business rules into workflows.

Analyzing workflows, creating wireframes and conducting user research.

Environment: Workflow Design, UI Design, Sketch, Axure, Heuristic Evaluation, User testing, Photoshop, JIRA & Confluence, Stakeholder Interview

Feb 2014 – Feb 2016

### Junior UX Designer - Netlink Software

Designed an online Marketplace that allows Suppliers to handle all sales workflows from one account.

Worked closely with Developers and Managers in gathering the user needs, writing user stories and acceptance criteria in agile.

Designed workflows, wireframes, comps and built UX standards for the company.

Environment: Sketching, Axure-Pro, Illustrator, HTML & CSS, JIRA, Heuristic Evaluation, Stakeholder Interview

Aug 2013 – Jun 2014

### Web and Graphics Intern - Global Talent Retention Initiative of Michigan

Updated GTRI website and created marketing material (print and web) for 16 GTRI conferences.

Environment: Sketching, Illustrator, Drupal

Sep 2013 – Nov 2013

### UX Consultant - ProQuest

Designed first version of Video Curation Platform for ProQuest. Designed wireframes and developed user stories and acceptance criteria in JIRA.

Environment: Story Map, Sketching, Axure-Pro, Sketching, JIRA

Jun 2012 – Aug 2012

### UX Design Intern - Autodesk

Worked with Engineers and Product Manager to refine concept for Ease of Assembly Project.

Developed mock-ups for interaction and visual design of the workflows, redesigned top-ribbon.

Conducted Usability studies, generated recommendations and presented results.

Environment: Workflow Design, UI Design, Heuristic Evaluation, User Research, JIRA, Camtasia, Photoshop & GoTo Meeting.

Jan 2012 – Apr 2012

### User Researcher - Threadless

Evaluated Threadless.com by conducting User Interviews, Competitive Analysis, Heuristic Evaluation, Survey and Usability testing to identify breakdowns in the site.

Provided detailed reports for each user research method & presented recommendations.

Environment: Interaction Map, Stakeholder interviews, Usability testing, Heuristic Evaluation, Competitive Analysis & Qualtrics

Aug 2010 – Jun 2011

### Maths Faculty - Swati Jain Academy

Taught Math lessons and developed problem solving skills in students

Environment: Time management techniques for competitive exams

Jul 2007 – Aug 2010

## Mechanical Design Engineer - Mahindra Satyam

Worked closely with client and provided offshore support for Computer Aided Design and Drawing work for GE Fire and Security Project.

Designed and Implemented CADD quality standards for the project.

Led a three-member team for two CADD projects.

Environment: AutoCAD, BAAN ERP, Quality check

## Education

2011 – 2013

### MS in Information (Human-Computer Interaction)

University of Michigan

Ann Arbor, Michigan US

2003 – 2007

### Bachelor of Engineering (Mechanical)

Barkatullah University

Bhopal, MP India

## Scripts & Languages

HTML, CSS  
Bootstrap  
Javascript,  
MySQL  
PHP  
Python

## Design Skills

Wireframing  
Prototyping  
(Hi/Lo-fidelity)  
User Stories  
Personas & Scenario  
Task-Flow Diagram  
Contextual Inquiry  
Heuristic Evaluation  
Usability Testing  
Competitive Analysis  
Survey

## Tools

Axure RP  
Sketch App  
Balsamiq  
Camtasia  
Qualtrics  
Illustrator  
Photoshop  
After Effects  
Premiere Pro

## Hobbies

