

Anand Geetey

Ideation, Product & User Experience Design

E-mail: ageetey@gmail.com
Phone: +1 (734) 747-0209
Examples of work: [Links@the end](#)
Linkedin: [/in/ageetey/](#)



I am looking for a full-time position in HCI field to research, discover, and ideation of interactive and intuitive digital applications. I want to contribute to ideas and develop strategies to improve user experiences.

Profile

I have overall 8.5 years of experience, including 4.5 years in Product / UX Design. My expertise lies in designing B2B and B2C e-commerce and database driven web-applications. I have worked on strategic user research, defining scope, designing information architecture, sketching, wireframes, interaction design and user interfaces for websites and mobile applications. I try to keep my designs contextual; and utilize memory support techniques and attention flow for improving usability. I practice user-centered design techniques in methods resembling agile and waterfall. I have moderated contextual studies and authored and observed usability studies.

Work Experience

Web-Software Designer

Dec'17 - Present | For Kyyba Inc. at Client - Department of Transitional Assistance (DTA), State of Massachusetts, Boston, MA

- ❖ WCAG 2.0 and Section 508 Guidelines Compliance for Beacon Modernization. Designing and iterating storyboards, Wireframes and Prototypes for all workflows in agile environment. Designing interactions and incorporating user testing results to create engaging User Experience. Evaluating different UI options. Revising design when the technical challenges arise. Conducting usability testing with field & business users. Helping with the overall product vision.

Beacon Modernization project is a front-end rebuilding for an old web based application called Beacon. Beacon is a large-scale web application that is being used since 2004 as the main tool for determining Social-Security benefits for all Massachusetts residents.

- ❖ Collaborating with other Govt. agencies to bring consistency in User Experience in all MA State websites.
- ❖ Collaborating with other designers to improve and evaluate designs on SNAP Path to Work project.
- ❖ Creating process for accessibility testing, reporting results through reports and providing recommendations for compliance.
- ❖ Designing icons for many agency applications and websites.

Environment: aXe & WAVE browser extensions, JAWS and NVDA Screen Readers, Low and High fidelity Wireframing, Sketch app & Confluence, JIRA & Confluence, Eclipse

User Experience Designer

Feb'16 - Dec'17 | Xeeva Inc., Madison Heights, MI

- ❖ User Experience Design for 'Cash-Box'. Interviewed stakeholders, collected and verified requirements, developed application concept, provided wireframes and designing composite screens.

'Cash-Box' is a system that allows customers to pay early in return for certain discounts from Suppliers on existing invoices. Suppliers can also request early payments from their customers in return for discounts on current invoices. The system implements a concept called 'Dynamic-Discounting'.

- ❖ User Experience Design for 'Training Audit Plus' - Interviewed stakeholders, verified business and user requirements, provided Wireframes and designed User Interface and dashboards.

'Training Audit Plus' - a Web Application for auditing online classes to find effectiveness and potential flaws, Provides Summary and Detailed dashboards to understand progress for large-scale auditing work, engagement of personnel and access control. Training Audit Plus is an assessment tool for e-learning content. It is designed to analyze usage of different resources in e-learning and present this real-time data on a dashboard.

- ❖ Redesigned Frito-Lay B2B Website 'FLS2U.com' for a Xeeva's customer. Performed Heuristic Analysis, analyzed results and provided recommendations to improve the overall usability of the website. Redesigned ordering process. Provided User Interface Design to developers.

'FLS2U.com' is Frito-Lay's B2B website for North America. Customer-Businesses use this website to order Frito-Lay products for their outlets / convenience stores. Orders get shipped directly to the customers' registered addresses.

- ❖ User Experience Design for an 'Analytics Center' - Interviewed Stakeholders, competitive analysis, developed application concept, provided Wireframes and designed User Interface.

Analytics Center for statistical analysis of incremental data that also allows collecting data directly from databases and external resources, investigation, visualization, preparation, partition and analysis.

- ❖ Designed enhancements for a Cloud application for visualizing results from a machine learning software.
- ❖ Edited Training and Help videos for new User Onboarding.

Environment: Sketch App, Low and High fidelity Wireframing, Axure RP-Pro, After Effects, Premiere-Pro, HTML & CSS, agile, User Centered Design & Information Architecture concepts

User Experience Designer

Feb'14 – Feb'16 | Netlink Software, Madison Heights, MI

- ❖ User Experience Design and Documentation for a new application 'Marketplace', a large-scale web application for Supplier Chain Management. Gathered and analyzed Business & User requirements. Converted these requirements into User Stories to be used in agile environment. Provided Strategic User Research, Workflows, Wireframes, Design Guides and conducted usability testing. Created Axure prototypes to test with actual users and other stakeholders. Project includes 'Login-Flow', 'Request for Quotes', 'Orders', 'Invoices', 'Memos' and 'Acknowledgements'. Marketplace also provides in place communication for suppliers with their clients.

Marketplace has over 200,000 organizations representing millions of users and has over 2 million transactions per quarter. Marketplace platform supports over 10 thousand user sessions on a daily basis, with many more transactions via partner API and automation tools. Being used by dozens of fortune 500 organizations in the manufacturing space. Some of the major clients which we have permission to share: Visteon, Lear, Detroit Diesel, AAM.

Environment: Sketching, Axure-Pro, Illustrator, HTML & CSS, agile & JIRA tools, Heuristic Evaluation, Interaction Map, Stakeholder interviews, Usability testing.

Web and Graphics Intern – Part time (min 20 hours per week)

Aug'13 – Jun'14 | Global Talent Retention Initiative of Michigan, Ann Arbor, MI

- ❖ Created web-pages for GTRI's website with upcoming events Information for 16 GTRI conferences. Created marketing material for print and web.

GTRI's website' content focuses on that strengthening and diversifying the state's economy through the retention of top international talent. It provides international students and local employers with resources on relevant immigration regulations, information on finding a job in Michigan through conferences.

Environment: Sketching, Illustrator, Drupal

User Experiencer Consultant

Sep '13 - Nov'13 | Proquest, Ann Arbor, MI

- ❖ User Experience Design for first version of 'Public Search' and 'Admin Dashboard' for 'Video Preservation and Discovery' Platform. Conducted Stakeholder Interviews, designed Wireframes and developed user stories and acceptance criteria in JIRA.

ProQuest's Video Preservation and Discovery' application makes customer institution's video assets discoverable, ensures sustainable access to video content that is used for research and learning.

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

User Experience Design Intern

Jun'12 - Aug'12 | Autodesk, Novi, MI

- ❖ Authored and Conducted 18 usability studies for Assembly and Joints workflows for Inventor-2014, Ease of Assembly project. Compiled and analyzed the results and present to team and stakeholders. Collaborated with team on iterative improvements. Designed and prototype elements and components of design solutions. Improved the existing interaction for a new feature. Improved overall usability score of the workflow by 45% in 7 iterations.

Inventor is a 3D CAD software offers professional-grade 3D mechanical design, documentation, and product simulation tools. Assembly constraints and assembly joints both create relationships that determine component placement and allowable movement.

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

User Experience Researcher

Jan '12 - Apr'12 | Threadless, 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 each user research method & presented recommendations.

Threadless is an online community of artists and an e-commerce website. Threadless designs are created by and chosen by an online community to be printed on clothing and other products.

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

Faculty - Mathematics

Aug'10 – Jun'11 | Swati Jain Academy, Indore-MP, India

- ❖ Taught Mathematics lessons to undergraduate students and helped them in developing time management techniques for competitive exams.

Environment: Noisy ☺

Mechanical Design Engineer, UTC Fire and Security (formerly known as GE Fire & Security)

Jul'07 – Aug'10 | TechMahindra (formerly known as Satyam), Hyderabad-AP, India

- ❖ 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.

UTC Fire and Security was a division of General Electric Inc's GE Enterprise Solutions. It builds various alarms and security systems.

Environment: AutoCAD, BAAN ERP, MS-Excel

Education

Master of Science in Information (Human-Computer Interaction)

Sep'11 - Apr'13 | University of Michigan, Ann Arbor, MI, USA

Bachelor of Engineering (Mechanical Engineering)

Aug'03 - Jun'07 | Barkatullah University Institute of Technology Bhopal, MP, IN

Skills

Methodologies

Ideation
Wireframing
Prototyping (Hi/Low-fidelity)
Persona & scenario
Task Flow Diagram
Customer journey mapping
Contextual Inquiry
Heuristic Evaluation
Competitive Analysis
Usability Testing
Survey Design
User Stories and Acceptance
Criteria

Languages & Scripts

HTML & CSS^{-competent}
Bootstrap^{-fluent}
MySQL^{-fluent}
JavaScript^{-conversant}
React & Redux^{-beginner}
Python^{-conversant}
PHP^{-conversant}

Software

Sketch^{-competent}
Axure RP Pro^{-competent}
Invision^{-competent}
Balsamiq^{-competent}
Camtasia^{-competent}
Qualtrics^{-fluent}
Photoshop^{-fluent}
Illustrator^{-competent}
Fireworks^{-competent}
After Effects^{-competent}
Premiere Pro^{-fluent}
InDesign^{-conversant}
Dreamweaver^{-competent}
Mac & Windows^{-competent}
MS-Office^{-competent}

Important links and Examples of recent work

LinkedIn Profile: <https://www.linkedin.com/in/ageetey/>

Recent work: <https://drive.google.com/file/d/0B-0NBHISTkGbbE1XMDBIM2NLVVk/view?usp=sharing>

Mobile:

❖ Garner: <https://invis.io/WD7QFGTYK>

❖ Acme: <https://invis.io/ZP7OAO0RQ>

Storyboards:

❖ http://npyszv.axshare.com/#q=1&p=story_board

❖ <http://8tzz0b.axshare.com>

Personas & Scenarios: <http://2zq31a.axshare.com>

Wireframes:

❖ http://npyszv.axshare.com/#p=6_create_edit_invoice_line_items

❖ http://npyszv.axshare.com/#p=11_non_invoice_create_edit_credit_memo_header

- ❖ http://npyszv.axshare.com/#g=1&p=1_list_of_pos
- ❖ http://npyszv.axshare.com/#g=1&p=5_create_edit_invoice_header
- ❖ http://ycfipl.axshare.com/#p=public_search_home_2

Design Guides:

- ❖ http://vy851l.axshare.com/#g=1&p=colors_and_alerts
- ❖ http://lcyvkl.axshare.com/#p=visuals_and_class_html_snippets

Information Architecture: <http://gbp3oq.axshare.com/#g=1&p=top-level-view>

UX Questionnaire and Project Plan: <http://73lh33.axshare.com/>

Interaction Map: http://ageetey.com/projects/threadless/interaction_map_reduced_size.pdf

User Interviews Report: http://ageetey.com/projects/threadless/interviews_personas_and_scenarios.pdf

Competitive Analysis Report: http://ageetey.com/projects/threadless/competitive_analysis_report.pdf

Heuristic Evaluation Reports:

- ❖ http://ageetey.com/projects/threadless/heuristic_evaluation.pdf
- ❖ <https://docs.google.com/spreadsheets/d/16h2Ri7E0BuWBSx8a8hbk-qwwyJ-YTuPDRJeEagHTJ1k/edit?usp=sharing>

Survey Report: http://ageetey.com/projects/threadless/survey_copy.pdf

Usability Testing Report: http://ageetey.com/projects/threadless/usability_testing_final_report_copy.pdf

Findings and Recommendations: http://ageetey.com/projects/threadless/final_presentation_copy.pdf