

Amit Bhopi

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Work Samples: <https://goo.gl/qLHB4d>

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User Interface

Usability

User Experience

Information Architect

Content Strategy

Client Services

SUMMARY

18+ years of user-centered design experience comprised of websites & applications.

I do personas, user scenarios, user flows, UX/UI specs, task flows, wireframes, site maps, storyboards, mockups, prototypes, visual design and design patterns. Low and high fidelity mockups on paper to Balsamiq to PowerPoint, Visio to Photoshop & Illustrator. Work with Product Managers, Developers and QA to make sure things are developed as designed. Writing & illustrating UI specification document, brand and usage guidelines.

WORK QUALIFICATION

I am a highly self-motivated and goal-oriented creative professional with experience in team management and design for **Mobile, Desktop, Web, Print & Digital Marketing**. Experience in designing mobile app & websites from conception to rollout, including **B2B**. Diverse business background, including – Telecom, Educational & E-learning, Jewelry, Energy market, Gas trading, Marketing services, Sales & Distribution, Banking & Finance, Charity & Non-profit and Knowledge & research industry. I am an experienced designer with focus and commitment to **User Centered Design**.

PROFILE

- Strong project management and time estimation abilities with experience to propose development cycle and assign tasks to team members and periodically gather and analyze requirements from stakeholders and business users.
- Adherence to iOS & Android guidelines, heuristics and World Wide Web Consortium web guidelines.
- Productive team leader & player, initiating discussion rounds, listening and taking action when appropriate.
- Content management, modeling components based on clarifying user attitudes, behaviors, needs and goals.
- Experience in successfully developing user-friendly systems, which capture customer attention and maximize business exposure & customer retention.
- Practical experience in customer service and vendor management.
- Excel at transforming high-level concepts and aspirations to Wireframes, prototypes & visual design.
- Ensuring front-end applications are supported across a variety of end-user operating systems including mobile and web browsers. Participate in application deployment and maintenance releases and organize user acceptance testing and Compliance testing.

SKILLS

UX Wireframe / Prototype:	Balsamiq, InVision & MS Visio
Design Applications:	Adobe Suite (Illustrator, Photoshop, PageMaker, Dreamweaver, Flash, Fireworks, InDesign), MS SharePoint 2007, CorelDraw.
Development:	HTML and CSS.

PROFESSIONAL EXPERIENCE:

1. **October 2013 to Date - Reliance Jio Infocomm Limited (DGM – UX & Creative Lead - Mumbai)**

I lead the User Experience & Visual Design team & work closely with the Product, Development & QA team in an Agile/Scrum workflow to design visually-compelling and highly-usable mobile, web & desktop applications for *JioCloud (More than 10 million downloads with 4.4 star reviews)* & *JioSwitch (More than 5 million downloads with 4.4 star reviews)*.

Ensure compliance with internal & OS standards for look and feel, accessibility, and globalization. Analyze user data to create user stories, user flows & wireframes. (Wire framing). Designing and implementing high-fidelity clickable mockups of the product (Prototyping). Defining feature and common experiences, using established as well as entirely new patterns. Working with Dev & Test to implement interaction in product code. Implementing a visual style consistent with other System Center products. Ensuring the quality of the UX through regular UI style reviews. Conceptual planning of future UX directions. Additionally assist with other creatives required for marketing and customer reach out programs (Digital Marketing).

2. **April 2006 to October 2013 – Wipro Technology Services Ltd. (Erstwhile, Citi Technology Services Ltd.) (Project Leader – Information Architecture and User Interface) (Mumbai)**

(Was on Payrolls of Quinnox Consultancy from April 2006 to Jan 2007 later absorbed as a Citigroup employee.) Gathering and analyzing requirements from stakeholders and business users' onsite to delegate to team members for updates and create user interface for new & existing Citigroup Intranet & Internet systems. Deliver concepts, wire frames, task flows and UI specifications and prototypes and confirming to current SLA & PLA.

3. **September 2005 to March 2006 – Capgemini Consulting India Pvt. Ltd. (Sr. UI Specialist) Mumbai**

I worked as a Creative consultant for the North America Creative Services, catering directly to the clients in North America serving the knowledge & research industry.

4. **May 2000 to Sep 2005 – HOC India Pvt. Ltd. (Content Visualization – Team Leader) Mumbai**

Lead the creative vision of all internal and external projects, with a strong focus on brand development, strategic processes and collaboration with clients and among team of graphic/web designers and developers. I have extensively worked on web and print media creating brochures, mailers, catalogs and micro-sites for various businesses primarily in the jewelry and energy segment.

5. **July 1999 to May 2000 - Sky Computers.**

I worked as a Senior Web / Graphic Designer.

6. **September 1998 to July 1999 – Zee Education. (Curriculum Designer) Mumbai**

Developed architecture & online lessons included facilitation, visioning, and alignment of course.

EDUCATION, ACCREDITATIONS & CERTIFICATIONS

UX Fundamentals - <https://www.credential.net/znqtbgbs> 7/2017

Usability Testing - <https://www.interaction-design.org/ amit-bhopi/certificate/course/NzSvdjQ5D>

Executive International MBA in Information Technology – United Business Institutes – Belgium. 9/2012.

Bachelor of Commerce – University of Mumbai, 4/2003.

Advanced Diploma in Multimedia - Aptech Arena Multimedia, 3/1999.

Brainbench Master Certificate – Adobe Photoshop, Macromedia Dreamweaver, Macromedia Fireworks, HTML4.

BIRTHDATE: July 20, 1977.