

# Ajay Mittal

User Experience Designer

Coming from an architecture background, I have always been associated with designing for the users and empathizing with their needs and functional requirements. After almost 9 years of studying architecture and UX design, I was able to find a synergy between the two and amalgamate both fields in my design rationale and design process in a better way.

For me, every design challenge is unique and so is the solution to that, in order to find the right solution, I always aim to find the fundamental problem.



## Experience

- Feb'19-Present** Amazon India  
**Sr. User Experience Designer (ShopEx)**  
In my current role, I overlook one of the highest visibility and complex charter of product evaluation and affordability, which requires a lot of cross-category collaboration. Currently I am working on a few framework and mechanisms to look for few long-term scalable work models.
- Jan'17-Feb'19** HUE, Honeywell  
**User Experience Lead**  
Current role requires me to lead design projects and work in close collaboration with the development teams to refine better design practices and educate the team about the functionality of design and being able to differentiate between a workable solution and well-designed solution.
- Dec'16-Present** Designlab / Springboard  
**Design Mentor**  
Mentoring students across the globe who have keen interest in learning and implementing design. Mentoring them through the design process and helping them with hands on exercises which is instrumental in establishing the fundamentals of design.
- Nov'15-Jan'17** SAP Labs, Bangalore  
**User Experience Design Specialist**  
Transformed the conventional SAP enterprise solutions to SAP Fiori 2.0, the new cloud based solution for all SAP software. SAP Fiori UX represents a personalized, responsive and simple user experience across devices and deployment options.
- Jul'12-Nov'15** Robert Bosch Engineering & Business Solutions, Bangalore  
**Senior Interaction Designer**  
Worked in collaboration model with international teams using Design Thinking process to create new experiences and enhance the overall degree of user experience for every product. Also, designed and executed state of art design studio for Bangalore location.
- Jun'10-June'12** Vectorform Software Pvt. Ltd, Hyderabad  
**Interaction Designer**  
Created outstanding user experience for state of art technologies in the field of augmented reality and gesture based applications.



## Education

- 2010** Master of Design (Interaction Design)  
Industrial Design Centre, IIT Bombay
- 2008** Master of Architecture (Energy Efficiency and Sustainability)  
Centre for Environmental Planning & Technology (CEPT), Ahmedabad
- 2006** Bachelor of Architecture  
Apeejay School of Architecture & Planning, Greater Noida



## Key Projects

**Product Evaluation and Affordability (ShopEx, India)**  
Changing the way customers evaluate and buy a product

**Direct Store Delivery (Harvest Bakery, North America)**  
Solution designed for mobile computer to improve the performance and productivity of route sales representatives in DSD operations.

**Connected Retail Solutions (Productivity Products, India)**  
AR solutions for warehouse workers and POS solutions for Indian retail market.

**Worker Compliance Tool (Safety And Productivity Solutions, Germany)**  
Cloud-based tool for connected worker, providing real-time visibility, in one centralized interface.

**Review Tool (Diesel & Gasoline Systems, Germany)**  
Web based solution designed for developers and reviewers to review and edit codes and documents used for virtual simulation of automotive and industrial parts.

**CIP Application Database (Gasoline Systems, North America)**  
Desktop solution with seamless interaction possibilities for storing, searching and retrieving information having simplified work-flows and improved usability.

**Floor Plan Application (Power Tools, Germany)**  
Tablet application to assist construction workers and automate the work performed on construction sites.

**Cattle Management Software (NBT Brazil)**  
A management software for farm owners and farm managers to help them track the supply chain of cattle in their farms.



## Papers

2018

**Understanding DSD - Design, Implications and Evaluations**  
Case study submitted in India HCI to present the design of Honeywell's connected workforce management system for consumer goods suppliers.

2008

**Stories within a Story**  
Unravelling the mysteries of traditional wisdoms of architectural place-making, by drawing parallels with tradition, governing early Indian narratives



## Activities

2018

Panellist at ISDI Round Table Conference 2018 "Re-imagining Industry-Academia collaboration in the age of the design entrepreneur"

2017

Conducted Design Thinking Workshop at SAAD (School of Arts, Architecture and Design, ITM Universe Vadodara)

2014

Runner up at Red Dot Design awards 2014

2010

Delegate at the '5th World Youth Congress' Istanbul, Turkey

2010

Exhibition design on theme 'Designing for Children' & 'In a planet of our own' for an International conference at IDC, IIT Bombay

2009

Participant at 'Design Interactive Mobile Internet Systems - For the next billion,' workshop at IDC by Anxo Roibas & Ricardo Sala

