

# Ajinkyaraj More

## User Experience Designer

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### Work Experience | 6+ years

#### TCS | Sr. UX Designer

SEPT 2017 - PRESENT, MUMBAI

Working on multiple product, My focus is to improve user experience and bring services on a digital platform. My work spans from creating UX requirements, interacting with the users, stakeholders and application owner for research studies and wireframing to create visuals with micro-interactions/ animations while prototyping.

HR/ Recruitment   Social Platform   Gamification  
Engagement Strategy   E - Learning   Finance

#### Tailor India | Visualizer

JUN 2014 - MAY 2015, MUMBAI

Worked on brands such as Cheryl's and Trunk Company. Created branding proposals for Odisha Tourism, Ski and Radius. The work had been primarily in the realms of print and digital media such as concept creation, website design, UI design, poster, hoardings, newspaper ads, brochure and brand identity design.

#### IDEAS AT WORK | Visualizer

APR - JUN 2013, MUMBAI

Collaborated with team of Art directors and Copywriters to work on a wide variety of cross-media projects involving branding, ideations, illustrations and packagings.

### Portfolio Links

www.moreajinkyaraj.com

### Skills

**Research:** Focusing on design research & user study • HCI methods • Contextual inquiry • User flow & persona • Task analysis • Heuristic evaluation • Usability testing • A/B testing & experiment • Problem Solver

**Prototype:** Rapid prototyping using Adobe XD, Sketch • High fidelity prototype using Axure, Adobe Muse and Power Point • Interactive flow with HTM/CSS • Learning JS.

**Design:** Design Language • Style guides • Micro Animation • Strategy & Vision Presentations • UI Design & Specification • High Level of Accuracy • Natural Negotiator

**Collaboration:** Facilitating Design Critique • Self Starter • Agile Method • Detail Oriented • Flexible • Team Initiatives • Communicative • Knowledge Sharing Session • Team Management • Team Motivator

### Education

#### Indian Institute of Technology

Master of Design in Interaction Design

JUL 2015 - JUN 2017, MUMBAI

Created an interactive data visualization of crime in India • Created a guiding tool for RTO applicants.

#### Rachana Sansad College of Applied Art & Craft

Bachelor of Fine Arts in Applied Art

JUL 2010 - JUN 2014, MUMBAI

Created Ebraille font to bridge the gap between sighted people and non-sighted people • Created advertising campaign on Book My Show

Typography   Advertising