

amit bapat

SEATTLE, USA · 912.220.0658
amitsbapat@gmail.com
emergingintuitions.com

BRAND

Artistry, empathy and big-picture thinking define me. I embrace a multidisciplinary approach to problem setting. I thrive in extensive collaboration. I flourish in ambiguity.

11+ years experience in user centered design with a focus on interaction, systems thinking and insight translation. I thrive when I can step up as a leader, help a team reach its potential and contribute to delightful products and experiences.

EXPERIENCE

SR. IXD DESIGNER

Microsoft, Seattle, WA 2014–Present

HOLOLENS Enabling the larger community of designers & devs to build delightful holographic experiences and Mixed Reality Apps. Synthesizing design guidance from shell teams and infusing design thinking into the Holographic Academy.

WINDOWS Delivered Universal Windows Apps and app samples that support the framework. Coding in XAML for responsive and adaptive UI. Distilling interaction and visual across UI's that span from 0.5' to 10'+ experiences. Device spectrum: Phones, Tablets, Laptops, 2-in-1's, PC, Surface Hub, Xbox and HoloLens.

XBOX Widening the adoption rate for developing apps for Xbox: driving app onboarding, innovation, evangelism and strategy for Xbox on an international level. Designing 1st Party Apps as well as consulting on 3rd Party Apps for Xbox. Delivered universal controls for Xbox that support the Universal Windows Platform (UWP) from 2ft–10ft experiences.

UX DESIGNER

Avvo, Seattle, WA 2011–2014

Part of design teams ranging from 2-6 people. Avvo.com attracts 5.5 million visitors/month. Design lead for Avvo's desktop, mobile site and iOS app—Avvo Lawyers. Responsible for IA, UX and UI from start to finish.

CONSULTANT

FHNW Hyperwerk Institute for Post Industrial Design, Basel, Switzerland 2010–2011

Project lead for COINS11 Conference planning, branding, social media and web services. Reviewing Interaction design for web and mobile apps. Mentoring student teams to ensure project completion, execution and delivery.

TRENDS INTERN

LPK, Cincinnati, OH 2010–2010

Socio-cultural trend sensing and forecasting along with product positioning, platforming and strategy. Brands: Jim Beam, Always, Henkel, Olay etc. Worked in conjunction with Creative and Marketing on several branding projects.



more at [linkedin.com/in/amitosays](https://www.linkedin.com/in/amitosays)

EMOTIONAL QUOTIENT

M.F.A, Industrial Design 2014
Savannah College of Art and Design (SCAD), Savannah, GA

B.E, Electronics and Telecommunication 2004
M.E.S College of Engineering, Pune, India

SANDBOX

WIREFRAMING Adobe Suite, Axure, Balsamiq, Markers & Pens

TESTING CrazyEgg, Ethnio, Optimizely, UserTesting.com

UI+PROTOTYPING Adobe Suite, Flinto, HTML5+CSS3, Macaw, Monograph, SketchUp, VS Blend, Xcode

MISC Adobe AE, AI, FW, ID, LR, PR, PS, XD

MANAGEMENT Asana, Lighthouse, Pivotal Tracker, Trello