



I'm Amit Sakharkar

A **Design Strategist** & **Creative UX–UI** Consultant

Passionate about
solving complex problems with
design thinking and **creative solutions**.

A seasoned, UI-UX expert with over 17 years of expertise across Interaction Designs, Product Designs & setting up of Product design teams.

Experience in solving design challenges across B2C and B2B domains which include Procurement, Entertainment, e-learning, Health & Wellness being some of the key industries.

As a lead, I initiate and implement recruitment drives, hiring strategies and orient senior personnel joining the team. As a lead I also focus on mentoring and building design teams with the help of workshops around key skill development and latest updates in the field of product design.

Work Experience

June 2017 – Till Date

Sr. Product Design Manager – Zycus Info Tech

Currently leading a team of UI & UX designers. Work closely with the UI, UX and Product manager teams to ensure deliverables are met basis the painpoints and key challenges defined by the stakeholders. Manage teams for the PAN India Zycus businesses. Enablement of UI & UX designers to take on individual projects, adding to the team revenues. Working on requirement gathering, prototyping, interaction, user experience and visual design addressing Desktop, Mobile platforms and Apps.

Highlights

- I have successfully introduced UX & UI process, Design Systems & Guidelines for the DewDrops project (For web app, mobile), which significantly increased productivity by almost 200%.
- Improved productivity and team efficiency by almost 400% with the introduction of Mac Operating systems for the Design teams across the company.
- Conceptualised & Instituted new AI based support feature.



sakharkar.amit@gmail.com

+91 9769 78 79 82

www.amitsakharkar.com

linkedin.com/in/amitsakharkar

Think . Design . Analyse

Skills & Design Tools

UX Design

- Persona
- Storyboarding
- User Flows
- Wireframing
- Rapid Prototyping
- Interaction
- User Interface

Research

- Data Analysis
- User Research
- Interview
- Usability Testing
- A/B Testing
- Comparative Analysis
- Survey

Design Tools

- Sketch
- Figma
- Adobe XD
- Illustrator
- Photoshop
- Principle
- HTML/CSS

May 2015 – May 2017

UI Design Manager – BookMyShow

Created a competent team of Product & Graphic designers which also included UI, UX designers & illustrators. Team was able to pull off complex tasks comprising product & design level implementation across the entire BMS ecosystem.

Highlights

- Redesigned the entire customer product experience as a part of the product revamp. Created an Adaptive Design System that ensure ease of navigation for all target groups of BookMyShow.
- Complete onus of the entire design ecosystem at Book My Show. Review, development, quality assessments & reviews before handing over deliverables.
- Conducted User Product Reviews with the help of key stakeholders within the mapped target groups. Ensuring adaptive user engagement & experiences as a part of the overall Book My Show revamp project.

Sep 13 – May 15

Sr. Interactive Designer – Flip Media . Publicis . Sapient

Flip Media is a UAE based UI UX Design Agency. Flip is acquired by Publicis Groupe. During my stint, I worked on deliveries of responsive websites, mobile designs, digital marketing and social media campaigns. Responsible to create design guidelines and design manuals. Successfully designed & delivered multiple Interactive designs and campaigns for STC, Dubai festival website. Also worked on other genres like real-estate, construction, oil & gas and lifestyle.

Apr 12 – Aug 13

Sr. UI/UX Designer – Paper Plane Pvt. Ltd.

Paper Plan design consultancy is a full-service, design house with major focus on User Experience Design, Usability & Digital Marketing. I was responsible for creating designs for websites, web applications, illustrations and design based technical documentations & flash animation projects.

Aug 11 – Mar 12

Sr. Interactive Designer – Directi Pvt. Ltd.

Worked for Media.net, which is a part of Directi Pvt. Ltd, a contextual advertising network. Responsible for delivering website templates, contextual and dynamic creatives along with other offline design literature for the brands.

Aug 04 – Jul 08

Graphics Designer – Team Leader – GOL's

Started my career with Gurukul Online e-learning solutions. Got the opportunity to explore various aspects of web design that included Flash Websites, Animation designs and designing e-learning modules. Successfully delivered multiple project with the help of team leads & project teams.

Education & Awards

11 – 22 Feb 2019

Usability Analyst – Human Factors International

- UX Foundations: The Core Insights, Models and Research findings
- User-Centered Analysis and Conceptual Design
- The Science and Art of Effective Web and App (Product) Design
- Practical Usability Testing

2000–2004

B. Com

Mumbai University

2018–2019

Best Manager of the year

Zycat . Zycus Infotech Pvt. Ltd.