



Sameer Chavan

PRODUCT DESIGN & UX STRATEGY
Bangalore

22 yrs. of Design & Product Leadership

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Design talk @ SAP



Panel Discussion @ IIT Bombay



Panel Discussion @ NASSCOM



Design @ VIT college, Pune



Silicon Mobile Conference



Keynote UX India @ Hyderabad



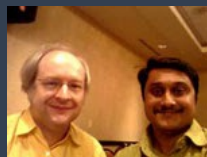
Interview @ BBC World



Mobile workshop @ IIIT Hyderabad



Don Norman



Jakob Nielsen



Concept Sketching @
Industrial Design
Piaggio Scooters, Italy

LEADERSHIP

- CXO level reporting and India site leader for design.
- Managed global multi-culture & multi-domain design teams.
- International experience working in California, USA, Seoul, Korea and Piaggio, Italy.
- Worked with heads of Product, Technology, Sales, Marketing, Customer Support & HR.
- Led large team of 150 designers consisting of UX designers, User Researchers, Creative Graphic Artists & Content Designers.
- Managed budgets, external vendors/agencies, projects,
- Setup UX teams from grounds-up at Intel, Intuit, Siemens, Oracle, Flipkart, Info Edge. Hired top talent from design schools & attracted designers to join.

DOMAIN EXPERIENCE

- Worked on complex enterprise applications including database at Oracle, Analytics at Spire Tech, Inventory systems at Intuit, migration tools at Intel, etc.
- Worked on consumer products; Growth & Engagement for next 100mn Indian users. Strong understanding of Indian consumer, eCommerce shopping, videos, games, hyperlocal grocery, fintech & payments at Flipkart.
- Taxation & Accounting at Intuit. Financials enterprise apps at Oracle. Tech apps at LG & Intel.
- Worked on NLP, ML, AI/bots, Wearables(google glass & watch), speech recognition, multimodal interactions, IoT, mobiles and desktop apps. Conversation Designs!

PROCESS AND STANDARDS

- Defined UX Standards & Guidelines. Built design system that is scalable, modular & reusable at Flipkart, Intuit & Oracle
- Authored UI pattern documents at Oracle. Held design chair position at Intel to review developer apps.
- Built Usability Labs for Oracle, Siemens, Intel.
- Conducted UX research in India, US, UK & Korea.
- Setup UX process and competency matrix for Flipkart. Defined career growth path for designers.

RESEARCH & DESIGN

- Built Usability Labs at Oracle & Intel India.
- Conducted contextual inquiry/customer visits across India, US, UK and Korea.

INDUSTRY & ACADAMEDIA ENGAGEMENT

- Speaker at design conferences, UX meetups, government orgs.
- Conducted Design Thinking workshops at top industry forums. – NASSCOM, UNICOM, Silicon India, etc.
- Created design culture in Indian offices. Hosted inhouse design critique sessions, design movies, invited industry leaders to present on new trends in design.
- Established relations with design schools to create joint projects. Worked with external vendors and design agencies

PUBLICATIONS & PATENTS

- Published papers and articles in international conferences.
- Showcased Intel projects at IXDA conference in San Francisco
- Hold UX patents in interaction design and technology from LG and Oracle. Recently filed at Flipkart

CERTIFICATIONS

- Digital Transformation, Go-To-Market Plan, Executive Decision-Making, Business Valuation, Growth Marketing Foundations, Developing Executive Presence, Blockchain Basics

EDUCATION

- **Masters of Design (M.Des) - Product Design**
IDC, **IIT Bombay**
July 1997- June 1999
- **Bachelor of Engineering (B.E) - Mechanical**
P.V.P. Institute of Technology
June 1991-July 1995

PORTFOLIO

- <http://www.sameerux.com>
password: patent

PATENTS / PUBLICATIONS

- **NO: 8,479,222 (ISSUED)**
Simplifying interaction with multiple applications when using forms via a common interface(Oracle)
- **NO: PCT/KR2010/004401 (PENDING)**
Object recognition and tracking based apparatus and method (LG Electronics)
- **NO: 202041032967 (PENDING)**
Immersive multimodal assistant for human-machine interface (Flipkart)

EXPERTISE

- I apply **User Centered Design** process along with Customer Insights & Market Research to design **Impactful & Delightful** awesome user experiences.
- I apply **Design Thinking** to bring together Designers, PM & Engineers to think out-of-box.
- I explore **Omnichannel** experience design to bring the offline and online convergence by bringing up a continuum to user journey.
- I have setup **User Experience** teams at multiple local & international companies. I have drafted UI Design Standards & UX Governance.
- I have Setup **Usability labs** and **User research** teams to get end user feedback & understand customer empathy maps.
- I have managed **cross cultural and multi-geo** user experience teams with UI developers.

SKILLS

- **Leadership**
Design management, people management, project planning and estimates, budgeting, vendor management, academia collaborations, speaker at UX conferences,
- **Ecommerce/Consumer Sites**
Understand Growth & Retention, DAU, Conversion, Merchandising & Recommendation systems, shopping cart designs, search clustering & ranking, creative marketing, Ads, SEO, Analytics, Consumer behaviours.
- **Technology (Wearable, Voice, Gestures)**
Touch & Gesture interactions, Voice interface, ML & NUI, Multi-device design, Continuum.

WORK EXPERIENCE

- **Chief of Design & Product – Particle(UX Agency), Bangalore**
Sept 2020 – Current
→ **Hornbach, Germany**(Remote) – working with Product Head, Germany. Ecommerce strategy and product design for Smart home app connecting IoT devices like cameras, motion sensors, fire & smoke detectors for home and office. Product launched in Jan 2020. Working on commerce part now
- **Head of Design (Sr. Director) : Flipkart, Bangalore** -- report to CPO/CTO
June 2019 – Sep 2020
→ Led a team of +150 designers - Product Designers, Conversation designers, User Researcher, Content and Creative teams.
→ Responsible for end to end customer experience on main Flipkart App.
- **Director Experience Design: Athenahealth, Chennai** -- report to site head
Sep 2018 – May 2019
→ Setup design team and lead product hypothesis and design for complex insurance posting project. Conducted research in Boston area.
- **VP Product Management & Design: Spire, Bangalore** -- report to CEO
Mar 2017 – Mar 2018
→ Setup Product and UX team. Using AI and ML based contextual search matching delivered 4 products for enterprise talent management.
- **Director & Head UX: INTUIT, Bangalore** -- report to VP UX
Feb 2016 – Mar 2017
→ Setup India UX team, build UX community, improve design quality, conduct 'Design Thinking' workshops, manage budgets & stakeholders relations.
→ Lead UX teams for QuickBooks, Lacerte & TurboTax.
- **UX Head & Human Factors: INTEL, Bangalore** -- report to Director UX
May 2011 – Jan 2016 Bangalore, (July 2013 – July 2014 **Folsom, CA, USA**)
→ Designed productivity apps for iOS, Android & RWD HTML5 sites.
→ Worked on wearables (watch & Google glass), Windows touch OS,
→ Build Usability lab, setup UX process, UI Standards & Governance.
- **Chief Research Engineer: LG R&D, Seoul, Korea** -- report under CTO
Aug 2009 – Aug 2010
→ Conduct HCI technology research for mobile and smart TV.
→ Delivered Voice, Gestures & Multi-modal interaction, Augmented reality, face & motion detection. Filed UX patents for TV. Worked on Nuance tech.
- **Vice President UX: INFO EDGE India, Noida** -- report to CEO
June 2007 - Dec 2008
→ Lead a 40 member UX team all products like - naukri.com, jeevansathi.com, 99acres.com, for web and mobile. Built UI processes and Usability testing.
→ Launched shiksha.com, briji.com, firstnaukri sites from scratch.
- **Manager UX: ORACLE, Hyderabad** -- report to VP UX
Sept 2004 - Jan 2007
→ Setup Oracle's first India UX team, build Usability lab, stakeholder relations, conducted Oracle standards trainings, presented designs at Washington.
→ Conduct research in India and US. Remote usability testing from India.
→ Lead designs for Oracle Clinical, Higher Education & Financial apps.
- **Group Leader UX: SIEMENS (SDRC), Pune** -- report to Director UX
Oct 2001 – Sept 2004
→ First designer for Siemens India, built UX team, conducted UX training.
→ Did Usability testing in US & contextual enquiry at Siemens UK.
→ Worked on complex Teamcenter PLM systems for Lockheed Martin, Boing & JPL. Work on 3D CAD system designs. Drafted UI standards.
- **Sr. UX Designer: TECHMAHINDRA (formally MBT), Pune**
Jan 2001- Oct 2001
→ Founding member of company's first UX team, evangelized UCD and Usability among engineers and BAs. Brought in usability testing in SDLC.
→ Worked on B2B sites, SMS based LBS mobile designs(Nokia), Web portals.
- **Assistant Manager - Bajaj Auto, Pune** Jun 1999- Oct 2000
CAD Engineer – Mahindra Auto, Nashik Jun 1995- Jul 1997

- **Hornbach, Germany (Remote)** – Sept 2020- Current - **Strategy Consultant - Product Design**
 - Defining digital design strategy for Smart Home app that controls home and office environment using smart sensors like fire, flood and smoke detectors, light & motion sensors, contact sensor, thermostats, remote cameras, etc.
 - Advisor on Strategy & GTM for improving user acquisition, retention and growth using Commerce. Working with teams in Vienna, Berlin, Bangalore and Santiago. First version released in Google playstore. Defined user journey, business goals, conducted feedback sessions.
- **FLIPKART, Bangalore** (June 2019 – Sep 2020) - **UX Head (Sr. Director)**
 - Led an awesome +150 multi-designer team of Voice designers(chatbot and conversation design), Product designers, User Researchers, Content Strategists, Creative Designers & Copywriters.
 - Owned end to end consumer-facing experience that includes but not limited to- category designs, Shopping, Fintech, Payments, Grocery, Hyperlocal, Travel, Ads platform, Merchandizing, etc and the last-mile experience for delivery (Ekart.)
 - Designed new Engagement initiatives like Videos, Games, Coins & Plus program.
 - Worked on new Growth initiatives for the **next 200mn** user which includes enabling Voice for Indian users, **Vernacular** languages and new simple app experiences for NBU (next billion users).
 - Managed international team from California. Working on extending speech capabilities for CX support organization.
 - Worked on building **Design System(DLS)** to widgetize the page design. This led to fast customization and AI based page rendering for personalized content. Worked with external vendors like IDEO, Google, Elephant design, Peepal Design
 - Hired Director of Research and built research team and processes to gather user insights and apply them to build impactful designs. Hired Director of Design to focus on simplifying shopping experience.
 - Worked with business finance for budgeting, headcount planning, scoping design tools and processes, etc.
- **INTUIT - Bangalore** (Feb 2016 – Mar 2017) - **UX Head (Director - Design)**
 - Led designs for QuickBooks web & android India, QuickBooks desktop USA, Turbo Tax and Lacerte.
 - Built a 14 member UX team of Interaction designers, Visual designers, Content writers and Researchers for Intuit India.
 - Participated in India Director's forum, site strategy meetings & represented Intuit at NASSCOM.
 - Built stakeholder relationship with Mountain View UX team, brought design work to IDC, presented India work at MTV.
 - Applied Design Thinking methods(D4D) to improve the quality of product. Mentored and reviewed designs.
 - Conducted extensive user research & customer visits in India and US. Participated in focus groups for resellers & VOC analysis.
 - Involved in budgeting, planning and scoping projects and contract/vendor outsourcing
- **INTEL - Folsom, USA & Bangalore, India** (May 2011 - Jan 2016) – **UX Head**
 - Lead a team of 10 Interaction designers, graphic designers & UX researchers. Managed contract UI designers/UX firms. Drive UX strategy and research for IT Innovation and new technologies (touch, voice, sensors, etc) for enterprise users.
 - Worked with OEMs and Local Vendors for mobile apps. Worked with Adobe for Video streaming portal for Intel media.
 - Drafted UI Standards & Guidelines for mobile design and Touch UI Testing. Defined UX governance model for Intel app approvals. Reviewer on Intel Patent Review committee
 - Designed productivity mobile apps for iOS & Android along with RWD HTML5 mobile sites. Designed shape shifting (Responsive) multi-device interfaces for mobile, tablet, desktop & TV (kiosk).
 - Worked on consumer mobile apps like conference scheduling app, enterprise car-pool app, Intel flight booking app, battery management, call management, etc.
 - Worked on enterprise Google Apps and Chromebooks implementation at Intel and its adoption.
 - Conducted extensive data gathering and analysis through survey, user interviews and contextual enquiry. Worked with legal, security, enterprise architects & training teams.
- **LG Electronics R&D Labs - Seoul, South Korea.** (Aug 2009 - Aug 2010) – **Chief HCI Research Engineer**
 - Worked as Chief Researcher at LG's R&D labs & conducted research to predict next 5yrs HCI technologies for Mobile phones & TV. Primary focus on User Research, Technology Insights, Future-casting, Trend analysis, competitor mobile study, disruptive technology or designs.
 - Conducted research and expert interviews in Korea and London to understand expert insights on future mobile UI. Video tap conversation and analysis of emerging UI themes
 - Created conceptual ideas using new HCI technologies like Gestures, 3D interfaces, Multi –touch interfaces, Projected interfaces, Augmented Reality, Haptic feedbacks, face recognition and motion tracking. Some of the projects are :-TV motion tracking(patent) – motion tracking and monitoring people sitting in front of TV using thermal camera
 - Health tracking using Tablets – app to help senior citizens to check their blood pressure, sugar, weight and track that on tablet. Connect the data to hospitals and doctors for patient monitoring and telemedicine.