

MOHIT SANTRAM UX PRODUCT DESIGNER

I manage all UX Development at FlightSafety, including two designers coordinating with over fifteen developers. I have helped shepherd the team to a focused design ethos and helped to reduce inconsistent practices. Leveraging numerous full-time and contract projects, I am skilled and experienced in User Experience, Interaction Design, and Product Development. As a former developer myself, I strive to bridge developers' needs with the simplicity offered through a consistent design language. I work well with colleagues, encourage and promote collaboration, and inspire fellow teammates to be mindful of the user in our work.

EXPERIENCE

FLIGHTSAFETY, INTERNATIONAL

Manager, User Experience Development

New York, NY • February 2016 - Present

Established FlightSafety's UX Development and Design standards by authoring and executing a comprehensive set of UXD guidelines as well as redesigning its flagship desktop, tablet, and mobile apps such as FlightBag, DocMgr, Master Achievement, and FlightSafety.com.

FLUID

Senior UX Product Designer

New York, NY • January 2013 - March 2013

Designed the firm's comprehensive luxury T-Commerce shopping experience application for LG Televisions with user research and testing sessions, over a three-month period.

TECHSTARS

Senior UX Product Designer

New York, NY • July 2011 - December 2011

Mentored eleven startups to build and refine the UX within their products, apps, and presentations for TechStars NYC Demo Day. Served as a HackStar over a six-month period.

MEDIATED SPACES

VP Operations & Co-Founder

New York, NY • June 2006 - November 2009

Competitively awarded a \$190,000 research grant from the MacArthur Foundation by building citizen science mobile apps. Awarded additional funding from NAVTEQ and WHERE.com.

FROG DESIGN

Design Analyst

New York, NY • May 2006 - November 2006

For clients including GE, NBC, Virgin Mobile and TV Guide, I designed sitemaps, wireframes, competitive analysis documents and prototypes. I conducted primary user and product research, in service of corporate redesign projects.

EDUCATION

NEW YORK UNIVERSITY

Interactive Telecommunications Program (ITP)

M.P.S., User Experience & Interaction Design

August 2003 - May 2006

GETTYSBURG COLLEGE

B.A., Computer Science & Economics

August 1992 - May 1996

DAILYBURN

Director, User Experience

New York, NY • June 2014 - May 2015

Led UX Design across all DailyBurn platforms and applications by implementing and refining our UX standards; by redesigning and refining our web, tablet, mobile, and steaming television device applications. Designed new application prototypes and refined onboarding flows for new users and product features.

OMNIGON

Senior UX Product Designer

New York, NY • May 2009 - August 2012

For clients including Clear, MTV, SportingNews, USTA, MSG, Fox Sports, and The Radio City Rockettes, I rebuilt and launched web, tablet, mobile, and kiosk experiences.

HEWLETT-PACKARD / THE SCIENCE PROJECT

Senior IA UX Designer

New York, NY • April 2011 - July 2011

Reached the global HP TouchPad audience by designing and building Pivot, a monthly App Catalog digital magazine built upon webOS, localized to four countries.

HARRISON AND STAR

Senior IA UX Designer

New York, NY • March 2010 - January 2011

Led IA and UX initiatives for pharmaceutical clients such as Genentech, Bayer, Eisai, Biolumina, and Novartis by designing mobile, tablet, kiosk, and web applications.

YM.COM

Director, Technology

New York, NY • February 2001 - September 2004

Grew our website subscriber base to 650,000 users over a three year period. Built original content, streamlined user experience with vibrant community tools. Awarded Best Redesign (2004) and Best Site Integration with Print (2003).

SKILLS

User Experience, Interaction, & Product Design

User Interface Design & Information Architecture

Rapid Prototyping & Development

User Testing & Data Analytics

Sketch & InVision