

# MOHIT SANTRAM UX PRODUCT DESIGNER

I managed all UX Development at FlightSafety, including two designers coordinating with over fifteen developers. I shepherded the team to a focused design ethos and helped to reduce inconsistent practices. 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. I am available for freelance, consulting, and full time User Experience Design work.

## EXPERIENCE

### ADAPTAMATIC, INC.

Owner, UX Product Designer

Brooklyn, NY • March 2001 - Present

Conceived, designed, and built digital applications, experiences, UX deliverables, websites, and physical products for a diverse range of clients.

### FLIGHTSAFETY INTERNATIONAL

Manager, User Experience Development

New York, NY • February 2016 - June 2019

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](http://FlightSafety.com).

### DAILYBURN

Director of User Experience

New York, NY • April 2014 - May 2015

Lead 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.

### FLUID

Senior UX Product Designer

New York, NY • January 2013 - March 2013

Designed a comprehensive luxury T-Commerce shopping experience application for LG Televisions with user research and testing sessions, over a three month period.

### 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.

### 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.

### 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.

### 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](http://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.

### YM.COM

Technical Director

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).

## 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

## SKILLS

UX, Interaction, Product, & UI Design, Information Architecture, Strategy, UX Research, User Testing, Data Analytics, and Development.

Vision, User Flows, User Profiles, Wireframes, Mock-Ups, and Style Guides. Rapid Prototyping using Sketch, InVision, Figma, Keynote, WordPress, and Adobe CC.