

# SohajSinghBrar

Interaction Design · Product Strategy

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## Experience

### Monotype · Senior UX/CX

JUL 2014 - JUL 2017 · NOIDA, INDIA

I conceived new idea 'Owlie' that helps in simplifying decision-making process in messaging apps. I led the multidisciplinary product team and designed the experience of the app, bot and website. Owlie was funded by FbStart and Monotype.

Proposed idea for brand engagement in instant messaging using extensive user-centered/market study. The project led to acquisition for \$27M. Led the team to design Swyft branded mobile apps: 10M+ downloads. Revenue \$8M in 2016. Clients - Illumination Entertainment, Starbucks, WarCraft

Designed experience for many solutions such as FlipFont app, MOSAIC, catalog.monotype.com (Clients: Google, Apple, Sony), Swyft Asset Management Platform, monotype.com

### Commonfloor · Interaction Design Intern

MAY - JUL 2013 · BENGALURU, INDIA

Designed, for one of India's leading real estate startup, Map based property search portal & mobile app for brokers to manage their businesses

### Freelance/Consultancy · UX Design

2009 - 2014 · ROORKEE, INDIA

Designed for start ups and industry leaders such as JP Morgan Chase, Aam Aadmi Party (AAP), Startgrid, Help-Full, CDCLabs, Ravi Sharma Ex-CEO Adani, Cloudchowk, SAAR, IITRoorkee and more...

## Education

### California College of the Arts · MDes in IxD

AUG 2017 - AUG 2018 · SAN FRANCISCO, US

Designed, launched and deployed the solution to empower seniors via Voice Assistant devices; and partnered with Help-Full to deploy senior-care service. I designed and developed several other experimental projects focussed in augmented reality, voice interaction, facial recognition, connected devices and blockchain

### IIT-Roorkee · Btech (IDD)

AUG 2009 - JUN 2014 · ROORKEE, INDIA

As a secretary of FineArts society, I led a team of 40 arts and design enthusiasts to inculcate the Artistic culture among the engineering students

## Notables

### 5 Patent applications

4 utility patents in 'styled messaging'. Filed 5<sup>th</sup> patent app as co-inventor in 'contextual messaging in decision-making'

### 2 New Ventures

- Decision-making in messaging
- Brand personalisation in AR

### Innovation @ Monotype

Founding member of the Innovation Team that explores new business ventures for the company

### Health-Innovation Finalist

Finalist in world-wide Startup pitch competition - Bay Area Global Health Challenge '18

### Featured in

Framer, Marvel, Prototypr, UX Collective, UXPlanet, ProductHunt, UXConnect, Muzli

## Skills

**Specialities:** Design thinking, Interactive Prototyping, System Thinking, Storytelling, Sound Interaction, Prod. Strategy, Service design

**Tools:** Sketch, Framer, Invision, Studio, Principle, HTML, CSS, JS, Adobe Creative Suite, Zeplin, Strategyzer, Mural, XMind, Balsamiq

**Other Interests:** Machine Learning, Social Science, BCI, AR, Sketching, Blogging, Snooker, Taekwondo (national player)