

SohajSinghBrar

UX | BUSINESS INNOVATION | PRODUCT STRATEGY

sohaj.design

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EXPERIENCE

Monotype | Senior UX/CX, Solutions Innovation

JUL 2014 - JUL 2017 | NOIDA, INDIA

- Conceived new idea 'Owlie' that helps in simplifying decision-making in messaging apps. Created Roadmap & UX of the app, bot and website. Funded by FbStart
- Proposed idea for brand engagement in messaging space using extensive user-centered/market study. The project led to acquisition for \$27M. Clients - Backstreet Boys, Baltimore Ravens etc.
- Experience design of Swyft branded mobile apps: 10M+ downloads. Revenue ~\$8M in 2016. Clients - Illumination Entertainment, Starbucks, WarCraft, UFC®
- Gamified UX of FlipFont app that changes system fonts. Partner - Samsung
- Proposed potential venture ideas - Swyftmedia2.0, Augmented Branding, Family Assistant, Enhancing User Post, Product Videos, Invision Partnership
- Designed brand-personalised automobile dashboard. Clients - Ford & Chrysler
- Redesigned catalog.monotype.com. Clients: Google, Apple, Sony etc.
- More UX: Monotype Library Subscription, Swyft Asset Management Platform, Swyft Website, Brand Engagement Platform, monotype.com, Monotype's Font Analytics dashboard, Indesign Plugin for Font similarity software etc.

Commonfloor.com | Interaction Design Intern

MAY - JUL 2013 | BENGALURU, INDIA

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

Freelancer/Consultant | UX Design

2009 - 2014 | ROORKEE, INDIA

UX for start ups and industry leaders such as Aam Aadmi Party (AAP), Startgrid, Help-Full, Ravi Sharma Ex-CEO Adani, Cloudchowk, SAAR and many more

EDUCATION

California College of the Arts (CCA), SF

Masters of Design | Interaction Design AUG 2017 - AUG 2018

- Teaching Assistant / Systems Design
- Designing platform for senior-care services via voice assistant to empower seniors
- Developed new business model for StartGrid, enterprise innovation platform

Indian Institute of Technology Roorkee (IIT-R)

Bachelors of Technology (IDD) AUG 2009 - JUN 2014

- Secretary of FineArts
- Convener of SRISHTI - Techno Hobbies festival;

NOTABLES

5 Patent applications

4 utility patent applications as an inventor in "styled" messaging. Filed 5th patent app in contextual messaging in decision-making

2 New Ventures (*Stealthmode*)

1. Decision-making in messaging
2. Brand personalisation in AR

Featured in

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

Innovation @ Monotype

Founding member of the Innovation Team that explores new Business Ventures for the company

Health-Innovation Finalist

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

SKILLS

Specialities: Design thinking, HCD, Interactive Prototyping, System Thinking, Storytelling, Sound Interaction, Product & B. Model Innovation, Prod. Strategy, Service design

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

Certifications: Design-Thinking for Innovation, User-Experience Design, User-testing

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