
KAMALDEEP SINGH SEHMBEY

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PROFILE SUMMARY

- 16+ years of experience in UI/UX Design, 9 years of expertise in creating end-to-end user-centric design across complete lifecycle including Project estimation, team management and execution of interactive solutions
- Long term practitioner and advocate of UX Architecture principles of simple, engaging and intuitive design
- Specialized in developing device agnostic presentations which are on par with industry best practices and emerging design trends
- Keen learner and practitioner of evolving technology and process skills like Agile, Scrum for managing medium to large projects in a distributed environment
- Strong believer in the power of intuition and usability guidelines

KEY SKILLS

- *Technical Skills:* Responsive Web Design, UX Architecture, Usability Principles, UI-Design Process, Usability Guidelines, HTML 5 & CSS 3
- *Soft Skills:* Communication methodologies, Team Management, Project Management, People Management
- *Process Skills:* Certified Agile Practitioner, Exposure in managing the scrum process

PROFESSIONAL EXPERIENCE

IBM - DIGITAL EXPERIENCE STRATEGIST - UX/UI - 20TH NOV 2013 - TILL DATE

Key highlights:

Being aligned to the Marketing & Communications division of IBM, my work involves:

- My current role is project managing the delivery of IBM's products to the IBM Marketplace, where buyers can purchase IBM products online. This role consists of project management, stakeholder management, interacting with product managers and owners, team management, delivery management, localization and defining the user experience for the product during the purchase journey.
- This project is the latest I have in creating and re-defining the web experiences of the ibm.com pages in support of the digital transformation happening across the organization, in tandem with a team of designers and the content team.
- Primary among prior projects was the effort to revitalize the web eco system of [IBM's consulting services](#) by replacing legacy pages with responsive designs on par with the latest in web standards.
- Along with other such standardization drives, webpages like the one for [MaaS 360](#) acted as digital gateways for business, leading to demand generation.
- I also created a framework, the process, and the approach to designing a microsite which guides a customer to a predetermined outcome, which is now being replicated by other geographies. This replication has ensured that all microsities provide a consistent experience for visitors across products and services.

Here's a glimpse the work I was involved in: [IBM Digital Operations](#) | [IBM and Workday Alliance](#) | [IBM Watson Health](#) | [IBM Cognitive](#)

ACCENTURE - SOFTWARE ENGINEERING TEAM LEAD - 03RD AUG 2007 - 18TH NOV 2013

Key highlights:

Mattel needed a launch pad website for their products. They had a problem. Their in store sales for American Girl were very good, but they didn't have an effective ecommerce platform. The user experience that buyers had in the store was very good, and the websites were not able to provide buyers the same experience on the website. Neither were the servers able to cater to seasonal spikes in demand.

- I lead a global UI and Visual Design team of 20 and was responsible for the delivery management, resource management, and coordination with client and design team.
- This involved managing complete UI related development of HTML functional prototypes for multiple Mattel brands e.g. [American Girl](#), [Barbie Collector](#), [Fisher Price](#) and [Hot Wheels](#).
- Integration of HTMLs into Aurora which is a part WebSphere's ecommerce development resources.

TAVANT - WEB DEVELOPER - 14TH JULY 2006 - 02ND AUG 2007

Key highlights:

[Elton John](#), [Bob Marley](#), [Guns N Roses](#) – I can count them as some of my celebrated clients during my stint at Tavant. The work was challenging but the names made them worthwhile ;-).

SUVI - SR. WEB DESIGNER - 11TH JULY 2001 - 07TH JULY 2006

Key highlights:

- The formative years of my career were in SUVI Information Systems.
- The modus operandi mostly here was 'learning by doing'.
- My initial assignments included designing and developing web projects which were mostly Corporate/Product presentations.
- [Microsoft](#), [Reliance Infocomm](#), [Diaspark Inc.](#), [Webdunia.com](#), Lion Bridge (Nokia) were some of the initial clientele.

EDUCATION

- *Post-Graduation (Masters)*: MBA Systems, Institute of Management Studies, D.A.V.V., Indore, India
- *Graduation (Bachelors)*: B.Sc. Maths, Govt. Holkar Science College (An Autonomous Institute and Centre of Excellence) D.A.V.V., Indore, India
- *Diploma / Certificates*
 - 2 years Advance Diploma in Multimedia Arena Multimedia, Indore, India
 - Agile Training Certification for The Fundamentals of Agile and Scrum
 - Brainbench Certification in Web Design Concepts - Transcript ID#: 10359551
 - ITIL v3 Foundation – Certification #: 10341-733277, Registration #: ITIL/MY733854

PERSONAL DETAILS

Date of Birth:	21st May 1977
Marital Status:	Married
Passport Details:	J5295372 (valid till 18th Jan 2021)
Visa Details:	Multiple entries B1 Visa (valid till 4th Mar 2018)
Postal Address (Current):	#2 SS Enclave, Flat No. 302, 9th Cross, Bhuvaneshwari Nagar, Bangalore - 24
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