

**Mitesh Desai**  
**Mumbai, India**  
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Dear Sir / Madam,

I am a User Experience & Creative Professional who is looking to explore more opportunities in the Digital sphere.

My experience is as follows:

- **With 15 years of experience in the Digital field dealing with Creative Design, User Experience (UX), (Usability & Accessibility), User Interface (UI), Project Management and Handling teams for the same.**
  - **A Team member with an objective to learn and pass on the knowledge further to the team**
  - **Unique combination of Visual Design, User Experience (UX) Designer, Web development and Strategy**
  - **Well versed with Usability, Accessibility & WCAG (Web and Content Accessibility Guidelines)**
  - **Knowing what works – for new brands, site redesigns and UX consultations.**

**My Resume is enclosed containing additional information on my experience and skills.**

Sincerely,

**Mitesh Desai**

# Mitesh Desai

Mumbai, India | M: +91 998 788 2226 | E: [miteshdesai74@gmail.com](mailto:miteshdesai74@gmail.com) | URL: <http://www.miteshdesai.in>

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## SUMMARY & OBJECTIVE:

- Highly motivated individual with a strong desire & aptitude to learn at every stage of career. My goal is to **find an opportunity to put my communication and creative skills to optimum use** and pursue enhancement in my managerial and leadership abilities.
  - Having a total experience of more than 15 years in IT industry... have enjoyed designing and developing full-featured, interactive and user-friendly applications, websites for more than 12 years.
  - A passionate and focused Creative Head putting his extensive background of Interactive Design and User Experience (UX) out there for the good of Creative/UI team. With a unique combination of expertise in Designing, UX & UI, web dev, and strategy, it makes for a valuable addition to the team. Takes pride in delivering great service and outstanding design. Knowing what works – for new brands, site redesigns and UX consultations.
  - **Well versed with WCAG (Web and Content Accessibility Guidelines).**
  - Currently working with **HAVAS Media** as a **National Creative Director: UI/UX**
  - Worked working with **LBI India** as a Senior Interface Developer & Designer – since 2 1/2 years. Have got an opportunity to work **onsite in London, UK** along with clients like **BT (British Telecom), Barclays, Hamleys, Barratt Homes, Sony Singstar, Starwood Hotels and Tourism Ireland.**
  - **A glimpse of work done can be taken here;** <http://www.miteshdesai.com/>
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## KEY SKILLS:

1. **Area of Specialization:** User Experience (UX), Designing, Information Architecture including site maps, flowcharting and wire-framing, Web Usability & Accessibility and Strategy
2. **Design & Development Tools:**
  - HTML5, XHTML, CSS2 & 3, JQuery plugins, Basic level of JavaScript.
  - Dreamweaver, EDIT plus, Microsoft FrontPage
  - Adobe Suite Collection (Photoshop, InDesign, Illustrator, Flash, After Effects, Premier), Video editing and optimization. Corel Draw, POSER (3D-modeling), Macromedia Fireworks.
3. **Information Architecture:** Mockflow, Microsoft Visio, Balsamiq, Axure.
4. **Accessibility Tools:** Well versed with WCAG, Cross-browser compatibility, Screen reader awareness, File Version Control TFS & VSS.
5. **Environment Worked On:** Windows and MAC

## PROFESSIONAL EXPERIENCE

### Havas Media

**May 2010 – Till Date**

#### **As a National Creative Director: specialize in;**

- Providing UX + UI solutions, creating wireframes, information architecture (user journeys)
- Being a TEAM member, provide direction to the 10+ team comprising of Designers, UI developers and Copywriters.
- Working with various teams on technology and digital marketing initiatives for India and APAC.
- Working closely with the mobile marketing and social marketing group on offering unique solutions and services.
- Working towards pitching, ideating on campaigns and its documentation.

Worked with clients like XOLO, Career Builder, Voltas, KLM, Air France, VLCC, DBS Bank, Citibank, Bank of Baroda, Carlsberg, Tuborg, Tata International, Clarks, Emirates, LG, Hermes; and helping them reach excellence in Digital sphere.

- Responsible for **developing innovative branding ideas** which can be mapped to specific brands.
- Presented **digital innovations, ideas & solutions for all the brands.**
- **Effectively laid down scope of work and monitored delivery**
- Operationally strong & capable of **handling end to end delivery and handling team for the same.**
- Contributed towards achievement of the team target in terms of **delivering the solutions & projects.**

- <http://www.xolo.in/Black>
- <http://www.xolo.in/Omega>
- <http://www.xolo.in/Q1010i/index.html>
- <http://www.xolo.in/8x-1000/>
- <http://www.xolo.in/Win-Q900s/>
- <http://studyadelaide.com/>
- <https://www.havasmediaindia.co.in/careerbuilder/besmartfish/>
- <https://apps.facebook.com/airfrancefashion/>
- <https://apps.facebook.com/starbucksindia/>
- <http://www.icicifoundation.org/icicifellows/>
- <http://thepalmsspaindia.com/>
- <http://www.kohler.co.in/>
- <http://www.vibrant.kohler.co.in/>
- <http://www.startradex.com/>
- <http://www.thefirststeps.in/>
- <http://www.daawatbrownrice.com/>
- <http://nimble.in/>
- <http://www.jicm.edu.in/>
- <http://vlcc.co.in/>
- <http://www.biskfarm.com/>
- <http://www.tashi-til.com>

LBI

October 2007 – Apr 2010

#### Senior Designer & Interface Developer (on UX/UI team panel for British Telecom)

##### A. Was Part of the development & design team for following websites

- BT (British Telecom) Projects like Domains, SSO, Tradespace.
- Barclays: <http://www.barclaycard-onepulse.co.uk/>
- <http://group.barclays.com/Home>
- <http://www.barclaycard.co.uk/>
- <http://www.motorcyclenews.com/>

##### B. Worked onsite for design & development + done maintenance of following projects (developed by LBI UK & Ecommerra):

- <http://www.hamleys.com/>
- <http://www.usc.co.uk/>
- [www.gardeningdirect.com](http://www.gardeningdirect.com)
- [www.wyevale.co.uk](http://www.wyevale.co.uk)
- <http://www.houseoffraser.co.uk/>

##### C. Designed and Developed Site Tour for WGSN <http://www.wgsn.com/sitetour/>

##### D. Designed and Developed Marketing Banners (FLASH) for Starwoods (one of the world's largest hotel and leisure companies - client UK) BRANDS: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points®.

##### E. Worked on maintenance for Tourism Ireland Site - 1 year.

<http://www.ireland.com/en-in>

##### F. Developed Courts and Hackett (with Japanese Language as well)

<http://www.courtsandhackett.com/>

##### G. Developed Get Ready for BT Tradespace

<http://getready.bttradespace.com/>

##### H. Misc. work on following

<http://www.farylmusic.com/> (UK and US)  
Harajuku HL Fragrance (flash Banners)

**My Experience at LBI** as a Senior Interface Developer & Designer was really great and added a lot to my career. With an opportunity to work onsite in London, UK along with clients like Barclays, Hamleys, Barratt Homes, Sony Singstar, Starwood Hotels and Tourism Ireland....I was a proud team member to be on the panel for BT (British Telecom) projects for giving UX/UI solutions.

**ilead Technologies Pvt. Ltd.****May 2006 – October 2007****Senior Designer**

- Helped create the whole portal for Bigdevil with a team of 7 people.
- Was in charge of the UI team and responsible for translating the design into the look and feel of the website.
- Instrumental in managing the US clients for websites and media banners.

Though it was a small company, it added more responsibility on me and my team and we were able to make high level decisions on our own from which we **learnt a lot**.

**Agility Software Solution Pvt. Ltd. (Canadian Company)****September 2003 – May 2006****Senior Web & Graphics Designer**

- Managed a team of 4 people
- Done website Design and images L'eggs, JMS, Playtex, HanesHosiery, Wonderbra and BarelyThere and BALI.
- 3D Model in Poser for Modelling Purpose & also Put on Live Site
- Developed 3D Model with Different Fashion Poses for Wonderbra.com, Barely-There, BALI, Hanes. Professional Models charges are very high and we came out with an Idea of Making 3D model in Poser and Make the 3D model wear their Product.

**Hashtech Systems****April 2003 – August 2003****Senior Web & Graphics Designer****Impulse Information Technology & Carpe diem India Pvt. Ltd.****May 1998 to March 2003****Marketing & Web & Graphics Designer (Full time IT Industry projects from Jan 1999)****Impulse Computer Technology****May 1997 to April 1998****Marketing & Web Designer****EDUCATION****Graduate in Commerce** - University of Mumbai**Higher Diploma in Software engineering:** Aptech Computer Education**Date of Birth:** 3rd April, 1974**Nationality:** Indian