

ATUL MESHAM

SENIOR USER EXPERIENCE DESIGNER

www.atul.me

[linkedin.com/in/atulmeshram](https://www.linkedin.com/in/atulmeshram)

m.atulmeshram@gmail.com

+91 805 060 6549

Bengaluru, India

WORK EXPERIENCE

Salesforce

Senior UX Designer | Bengaluru, IN

FEB 2022 - PRESENT

- Researched, analyzed, designed, and delivered successfully multiple customer-demanding features for Lightning App Builder & Lightning Experience (LAB & LEX) and Experience Builder (EB).
- Collaborated closely with leadership, product managers, and respective stakeholders on planning and strategy, defining product requirements, roadmap, and vision.

Designed Features: Dynamic Forms for Record Details Experience • Spanning Fields: Data Cloud + Platform • Record List • Dynamic Related List • Dynamic Highlight Panel • Experience Builder Site Creation Vision • Preview As for Builders • Data Providers • **Einstein 1 - Ephemeral UI**

Design Kit: Pattern Library for Experience Builder and its components

Innovation: 'GeniMotion' - Generative AI based Animation Framework for Interactive Styling.

Library: 'SFcon' - Ready-to-use, beautiful SVG-based icon library equipped with advanced animation effects for Click/Tap, Hover, and Infinite interactions.
Demo: <https://atul.me/sfcon>

HealthPlix

Senior UX Strategist | Bengaluru, IN

SEP 2021 - JAN 2022

- Synthesized User Research and Business data to shape the product roadmap, designs, and future UX research activities. Aligned brand marketing and product design under a common design system.
- Led a team of UX Researchers, UX & UI Designers, and Brand Content Creators.
- Designed smooth user onboarding experience on Mobile & Web EMR Platform specialized for Doctors.

Impact: 2x growth in user onboarding, both in mobile app and web platform. User count surged to 12000+ just in 3 months following the beta launch.

o9 Solutions

Senior UX Designer | Bengaluru, IN

MAY 2018 - SEP 2021

- Designed an intuitive, interactive, and smart analytical visual interface for an AI & knowledge-powered supply-chain and business planning platform.
- Researched and identified problems through stakeholder talks and user research in the complex industry of supply chain. Designed and validated workflows and interfaces through multiple iterations.

Designed Features: Natural Language Processing (NLP) Search • Geo Map & Network View • Dynamic Network Editor • Rich Data Visualization and Charts • Online Meeting and Presentation • Real-Time Collaboration • Integrated Email • Favorite Management and Sharing • Connected Excel • Mobile App Experience • o9 Design System and Design Ops.

Impact: Designed features are happily used by Fortune's Top 50 companies.

Design Patent: 'Dynamic Network Editor' for Supply Chain Network.

Open Source Icon Library: 'SFcon' - Set of 920+ pixel-perfect, vector-based line icons embedded into web-font files with modern CSS support. Demo: <https://atul.me/o9con>

Accolite

UX Designer | Bengaluru, IN

JUL 2016 - MAR 2018

- I have had the opportunity to work with various brands and their products at client locations. I closely collaborated with product managers, business partners, developers, analysts, researchers, and the marketing team to assist in defining product requirements and roadmaps.
- Designed and validated UX workflows and interfaces through multiple iterations.

• Standard Chartered Banking App [DEC 2017 - MAR 2018]

- Designed a mobile app for managing finances anytime anywhere.
- Created user flows, visual design, and prototype to offer UPI-based transactions to facilitate safe, easy & instant digital payments.

• FedEx FRMS App [OCT 2017 - NOV 2017]

- Designed an iPad app for FedEx's Fatigue Management used by Pilots, Data Scientists, and Cargo Staffs spanning across Security/Risk, People Operation, Maps, and Data.
- Used both quantitative and qualitative data to solve problems.

• BT Business App [JUL 2016 - SEP 2017]

- Designed a telecommunication service mobile app for customers offering features to view bills, check accounts, test broadband speed, track orders, and faults.
- By creating a more accessible and usable mobile app, we increased user satisfaction by 12% and improved the perceived findability of information by 9%.

EDUCATION

Interaction Design Specialization

University of California, San Diego

9.9 Score | Jan, 2018

User Experience: Research & Prototyping, Human-Centered Design, Information Design, Input and Interaction, Design Principles, Social Computing, Designing, Running and Analyzing Experiments.

Masters in Computer Applications

NIT Karnataka, Surathkal

8.6 CGPA | May, 2016

Specialization in Computer Graphics, Digital Image Processing, Computer Oriented Statistical Methods, Software Engineering, Data Structures & Algorithms, Internet Technologies & Applications, Networking.

SKILLS

Design

User Flows
Concept Sketches
White Boarding
Scenario Design
Wireframing
High Fidelity Mockups
Illustrations
Design System
Data Visualization

Prototyping

Clickable Prototypes
Motion Design
Interaction Design
Animated Feature Video

Tools

Figma
ProtoPie
Framer
WebFlow
Spline
Miro
Whimsical
InVision
UserTesting
Maze
Sketch
Flinto
Principle
Adobe XD
Adobe Illustrator
Adobe After Effects
Blender
Cinema 4D
XCode
Visual Studio Code

Research

Data Analysis
Task Analysis
Ethnography
Persona Hypothesis
Contextual Inquiry
User Interviews
Heuristic Evaluation
Comparative Analysis
Affinity Mapping
User Journey Mapping
A/B Testing
Usability Testing

Collaboration

Organizing Workshop
Design Critique
Project Planning
Cognitive Walkthrough
UX Strategy & Planning
Training & Mentorship
Team Coordination

Programming

HTML5
CSS3
JavaScript (ES6)
SwiftUI
Flutter
ReactJS