

Ashwin Christopher Pinto
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Online Portfolio: www.ashwinpinto.com

Attn: **Hiring Manager**

Why I would be a perfect fit for the Product Manager 4 Position

Let me introduce myself. My name is Ashwin Christopher Pinto. Interaction Designer (Current Product Manager 3 at Wells Fargo) and general User Experience (UI/UX) expert. In my career so far, I have designed for Mobile, Web, Kiosk/ATM, Interactive, POS and Print.

I can honestly say, that products I have worked on, have been used by millions of people and featured on equally as many touch points, in the Banking, Gaming (Casino), Enterprise and Retail industries.

- At my core, I am **CREATIVE**, I've always been a '**Hands-on**' interaction designer and an ardent advocate for the end user.
- I am a **Storyteller, Problem solver** and I strive to keep all my solutions to complex problems simple and elegant.
- **Proven track record** of designing software concepts/products and shipping to market.
- Passionate about creating and **promoting innovative, world-class user-centric** experiences.
- Successfully **cut UI/UX delivery times by 50%** in the team I managed at my previous company (TSYS).
- 10 Years of **Team leadership** experience (local and offshore). Team guidance and management.
- Excellent at **Prototyping, and Wireframing** user interactions.
- Hands on Experience with **UX software** like **Omnigraffle, Balsamiq, MarvelApp and Axure** for user interaction flows and wireframes. Also I can use **iRise** for Prototyping.
- Currently Serve as **Subject Matter Expert** and primary ID point of contact for The Tools design system
- I have built solutions, for **Western Union, Verizon, GCA, Wells Fargo, Sigue** and many many more (see online portfolio)
- **Crucial Conversations, UI/UX, Agile/Scrum** and **Wells Fargo STM** experience.
- **Hands on Experience** in all UI/UX design software and presentation tools.
- Strive to improve and maintain **relationships** with business partners and vested CX team members, Development, Business analysts, and **stakeholders** at all levels.
- **Can do attitude**, I march ideas from Concept to Completion.

Thank you for your consideration; I look forward to the opportunity to demonstrate my skills and expertise for this position in person.

Ashwin Christopher Pinto

SOFTWARE SKILLS

- **Design Software:** Adobe creative suite, Adobe Acrobat, InDesign, Illustrator, Photoshop
- **Web design:** Dreamweaver, HTML, CSS, Responsive HTML.
- Microsoft Office suite
- Non Linear Video editing, Avid
- **Interactive:** Flash and Actionscripting.
- **UX software:** Omnigraffle ,Balsamiq and Axure for user interactive prototypes and wireframes.
- Also very adept at Google sketch. Fundamental working knowledge of databases.
- **iRise** for Prototyping/Documentation for Interaction Design/User testing.
- **MarvelApp** for clickable prototypes for Listening labs and User testing.

UX SKILLS

- Wireframing, Sitemaps, Experience maps for the user experience, Hi and low fidelity documentation and Annotated specification documents for Dev using iRise.
- Leading a UX team to delivering UX designs and interacting with various stakeholders throughout the process.
- My Experience with Usability goes back to 2004 when I designed my first interactive ATM/Multifunction Self-Service Kiosk Interface for Western Union.
- Sketching, Quick iterative wireframing and Rapid Prototyping to pitch ideas.
- Presentation skills to all level of stakeholders, teams and business partners.
- Understanding the customer, using personas and use cases. Creating CX briefs from PDDs

EXPERIENCE

WELLS FARGO, San Francisco, CA - Since Dec 2013

Interaction Designer –Sales Studio (Contractor) 2013 to 2014

Interaction Designer (FTE) September 2014 to Present.

Have solved complex usability problems, designed user-centric solutions, interaction models, Prototypes, Hi and Lo Fi Documentation for Projects in the Sales Studio (now Explore and Compare Pod) for Global Self Service, For MOBILE Online Banking, MRO, PCT, and MOBILE COG and Home Loan Amortization. Currently working on MRO STM project.

TSYS Inc. Sunnyvale, CA - Oct 2008 – Feb 2013

Director Marketing, Financial Services Products (**User Experience**)

- Very Hands-on, Creative, Director Marketing (UI/UX), focusing on Product Usability and User Centric Front-End Development, ID Deliverables in the New Product Development (NPD) group at TSYS.
- Managed an international offshore team of Design, UI/UX and Interactive media experts towards the creation and usability of products and customer facing interfaces for various products.

Successes:

1. Cookie-cuttering the UI/UX creation process for ATM/Kiosks and improved delivery times by 50% for my team.
2. Proven Track record of Designing Software concepts and Shipping to Development used by millions in the real world.
3. Responsible for delivery of multiple financial Products/Projects, on or before time, under budget and to user/client specs.
4. Positive revision of salary twice based on performance.

INFONOX, a TSYS Company. San Jose, Sunnyvale CA - Jun 2003 – Oct 2008

Director Marketing (UI/UX)

- Worked directly with and reporting to the company President/CEO. Managed the UI/UX team, located in India towards their daily deliveries and supervising the work of the UI/UX team members. Daily interaction with various team Directors and VPs and Dev towards the completion of various products/projects. Planning and production of entire Multimedia and Marketing OCVs (Operational Concept Visualizations) and testing prototypes, taking into account how the work would be delegated amongst the UI/UX team members.
- User centric design and interaction design for all Infonox's Web / Mobile / Self-service Kiosk / ATM products.
- Produced ID deliverables for many Portfolio projects like Verizon Wireless's BillPay Kiosk and Many Solutions for Western Union money Transfer and Gaming (Casino) Financial Payments Software.
- Position also included wearing a marketing production and deliverables cap. Co-ordinating events, trade shows and logistics of assets and making sure all deliverables were in place for trade shows. Production and design of collateral material for the company, managing the web, social media and updates, as well as a few of our partners websites and working with outside vendors.

Infonox Software Pvt Ltd, India Pune, India - Apr 2000 –June 2003

Sr. UI Designer and Team Lead ISPL

Joined as a Junior Designer and within 3 years, rose to a Senior position within the company and a 3 time positive revision of my salary and was promoted twice. My primary work consisted of designing elements and interfaces in HTML, Photoshop and Flash/Macromedia/Shockwave, Dreamweaver and other tools.

Worked with team leads in the head office in the US.

Had the ability to build my own design concepts into standards compliant HTML/CSS. I even translated my designs into Flash and interactive media.

Worked with developers to ensure final implementation of HTML/CSS matches original UI promised to the client. Created marketing presentations and rapid interactive prototypes of software to be used in sales meetings and product pitches.

EDUCATION

MCM, Master in Computer Management Neville Wadia Institute of Management, Pune, India 1998 –2000

DAPRM, Post Grad Diploma in Advertising, & Public Relations Management, Symbiosis Institute of Business Management, Pune, India 1997 –1998

BSc, Bachelor of Science, Biology, Nowrosjee Wadia College University of Pune, India 1994 –1997

OTHER TRAINING

Crucial Conversations Training 2011, Sunnyvale, CA. Getting Unstuck with Best Practice Skills for High-Stakes Interactions. Conducted by Vitalsmarts

San Francisco Usability Conference 2012, San Francisco CA. conducted by Jakob Nielsen & N/N g

AGILE / SCRUM - Iterative and incremental development, by Conscires, Sunnyvale CA

LANGUAGES: English, German, Hindi, Marathi, Konkani, Basic Russian.