



# Devraj Baruah

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## Summary

I am an extremely motivated individual, about design and design thinking.

As a User Experience consultant based in India. I love doing strategy & design across all platforms and industries. I create digital products that people love to use. I create Branding for almost all sorts of products by applying aesthetics and behavioral science to customer experience. I design engaging products for industries ranging from tea to technology, used by millions of people. I also create websites to tell your story and I team up with marketing departments of large companies and startups to deliver stunning websites.

In my 15+ years of experience with design, my efforts has always been to deliver things simple, to deliver what is intuitive to create applications that can do much without help files or walk-through. I design keeping everything user centric and that is the reason I believe, I had the opportunity to work with the most innovative people, products and companies across the globe.

## Experience

### User Experience Consultant

Self-Employed

Jul 2014 - Present (7 years 10 months +)

My work as an independent consultant is mainly in the CAD/CAM domain. I deliver Experience Design and create User Interface for desktop and mobile applications. I am currently working or have worked with some of the best CAD/CAM companies in the world like Delcam (UK) (Now an Autodesk company), exocad (Now Align), J Morita (Japan), ModuleWorks (Germany), CamWorks (now an HCL Technologies Product), JTB World and more.

### Director User Experience

Princeton IT Services, Inc

May 2015 - Jul 2016 (1 year 3 months)

Princeton IT Services is a NY-based IT solution company that facilitates and simplifies IT services for data-driven organizations. As a Director (User Experience) my basic role was to deliver the best-in-class Experience Design in all our deliverables. Apart from the design responsibilities, I played a key role in setting up an offshore software development center in Guwahati, project planning, budgeting, team allocation, offshore-onsite solution, research, planning/executions, and governance.

### Senior Graphic Designer (Development)

Delcam

Dec 2008 - Jan 2014 (5 years 2 months)

Delcam Plc. is the world's leading developer and supplier of CAD/CAM software for the 3 dimensional design, manufacture and inspection of complex shapes.

As a senior graphic designer (Development), I was responsible for the User Interface design, Graphic Illustration and above all, creating all the icons for most of the Delcam products. It was in Delcam that I really mastered the art of icon designing and an introduction to the CAD/CAM domain.



## **Graphic Designer**

### **Persistent Systems**

May 2007 - Sep 2008 (1 year 5 months)

Responsible for creating customized User Interface for media players in Adobe Flash. Created media player for Microsoft, Red Bull, Volkswagen and many global brands.



## **Graphic Designer**

### **Tata Consultancy Services**

Apr 2006 - May 2007 (1 year 2 months)

I joined TCS when there was no WPF designer available offshore. I was responsible to design and create XAML User Interface Design using WPF for one of the biggest healthcare organization.

## **Education**



### **Guwahati University**

Bachelor of Arts - BA, Psychology, Political Science

1993 - 1996

## **Skills**

User Interface Design • Icon Design • Graphic Design • Illustration • Photoshop • HTML • CSS • InDesign • User Experience (UX) • Mockups

## **Honors & Awards**



### **Best Performer of the Year 2010 - Delcam Plc.**

Sep 2010



### **Talenthouse Contest Winner 2014 - www.talenthouse.com**

Oct 2014

<https://www.talenthouse.com/i/ArtWorks-2014>