

apurvapangam

designing ethical, sustainable interactions for a better customer experience
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experience

Senior Consultant, Deloitte

Jul 2006 – current

For the past 3+ years, I have been responsible for customer experience design teams over multiple projects involving retail and real-estate clients. I am also actively evangelizing user experience design across the firm.

Walmart International – Global eCommerce Platform – web strategy, design, product management, business development

- Led a team of 6 for the global/localized customer-facing interaction design and information architecture of site.
- Developed strong in-country business relationships to influence and enhance product design and operational strategy.
- Gained strong retail operational experience with product catalog, checkout, fulfillment, order management.

Apartment Investment & Management Company – Unified customer experience – design, customer service, marketing strategy

- Unified over 400 online sites and customer interfaces, simplifying the process of apartment finding to leasing.
- Led a team of 3 over the project lifecycle – including research, requirements, design, knowledge transfer, and training.
- Responsible for design of all customer experience touch points including web marketing and customer service.

Deloitte User Experience Group – Vision setting, marketing strategy, creative liaison

- Responsible for leading a team of 15+ professionals to streamline the UX competency within Deloitte
- Involved in setting vision for UX group and go-to-market strategy for Deloitte sales cycle
- Developing processes for web related strategy and design user experience projects

Other projects include:

- Fortune 500 rich application software client - Business Requirements & User Experience Lead - Led business requirement and UX brief creation
- Fortune 500 retail client – Usability Lead – Participated in design and led usability test planning and execution
- Top 10 Healthcare client – Designer – Defined taxonomy for an enterprise content management system

Previous work

- Designer – Creativity as a function of peripheral imagery (Capstone 2006, Indiana University)
- Designer – mPath, the activity network to facilitate human connection (CHI 2005)
- Prototyper, Usability Specialist – Comparative analysis of low and high fidelity mobile prototypes (NordiCHI 2006)
- Concept Designer – Mitigating the AIDS stigma through personification and public space displays
- System Designer – Emotion sensing and affective computing in pervasive environments

education

MS Human-Computer Interaction, Indiana University Bloomington

User Experience, Interaction Design. Courses included HCI/Design, Pervasive Computing, Information Management & Prototyping, Usability Methods, Ethnography, and Instructional Visual Design.

BE Information Technology, Mumbai University

Graphical User Interfaces, Artificial Intelligence, Information Theory, Object Oriented Programming, Information Systems, Software Engineering, and Design and Analysis of Algorithms.

skills

Design Methods / Tools. Ethnography, surveys, interviews, focus groups, contextual inquiry, card sorting, storytelling, interaction sequencing, body-storming / Design comps, personas, storyboards, interaction flows, taxonomies, wireframes, experience prototypes

Software. Photoshop, Dreamweaver, InDesign, Visio/OmniGraffle, iWork, MS Office

honors, awards

Jon Barwise Scholar. Indiana University School of Informatics 2004-06. Full scholarship awarded for HCI Master's Degree
1st place, International Student Design Competition, CHI 2005 held by ACM SIGCHI

references

Ryan Jones. Principal, Deloitte Consulting LLP

Inez Chan. Manager, Deloitte Consulting LLP

Jeff Bardzell. Professor, Indiana University

(Information available on request)