

Zalak Upadhyay

UX Designer

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Experience

Kogentix Inc.

Oct 2017 **UX Design Manager**
– Present Working on a a very interesting big data and AI platform - AMP.

Cybersurf India Pvt. Ltd

Jun 2009 **Lead UX Designer (Remote)**
– Jan 2017 Worked on various projects from scratch, on different form factors including Web, mobile and Tablet.

InfoEdge India Ltd.

Sr. **Interaction Designer**
Sep 2011 Interfaces for the portals under the parent
– Jan 2012 company and mobile app for Naukri.com

Hewlett-Packard

UX Design Intern
Jan 2011 Interaction Patterns for web connected touch
– Jul 2011 screen printers.

Infosys

Instructional Designer
May 2008 Responsible for the shell development of an
– May 2009 e-learning environment.
Gaming Tools for aiding kids' learning

Infosys

Software Engineer
Jun 2007 Developing Flex and AIR applications with Java
– May 2008 as back-end.

Cybersurf India Pvt. Ltd.

Intern
Jan 2007 Developing front-end and backend of Webx.in
– Apr 2007



About Me

Hi, I am Zalak. UX designer. Navy wife and mother of a 4 year old. I love travel, long evening walks and staying fit.

I have a masters in Information and Interface Design from NID Bangalore.

Am currently working with Kogentix, on a very interesting big data and AI platform.

This is a full time stint (still remotely) after a good 5 years of freelancing with various startups.



Core competencies

User Experience

UI Design

Design Research

Interaction Design

Infographics

Interfaces



Education

- 2009 *National Institute of Design*
– 2011 **PGDPD - Information & Interface Design**
- 2003 *NIRMA Institute of Technology*
–2007 **Bachelor's in Technology, Computer Engineering**



Projects

Chat application for Windows Phone 7

Window & Contact management, along with some innovative concepts for a real-time application.

Dashboard redesign & in-vehicle infotainment for Bosch Engineering

Research based project on Indian cab drivers.

Microsoft Bing Decision Engine for Education

Research and UI for Bing Education focusing on decision parameters for selecting a college for further education.

Information Visualization for Cauvery River Water Dispute

A chronological, political and statistical mapping of the dispute.



Interests

- Traveling*
- Basketball*
- Japanese culture*
- Anime / Manga*
- Poetry*
- DIY Decor*