Sanjiv Sirpal

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- Over a decade of user interface / information architecture experience in designing websites and desktop applications
- Expert experience with requirements analysis, designing for the user, wire-framing, visual design, prototyping and specifications writing
- Experience with iterative and waterfall software development approaches, in large corporations (Siemens, Corel)
- Excellent thought and team leadership skills, and excel in mentoring junior team members
- Possess excellent oral, written and visual design skills
- Excel in innovation, creative problem solving and critical thinking skills

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**UX Manager &
Sr. Information Architect**
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04.2007 to Present
Mississauga, ON

Product Design & Various Web / Creative Projects

Responsible for the management of a small user experience / creative design group. Lead Information Architect activities for internal product development, and external web projects.

- » Mentor team members in all UX & Creative activities
- » Manage resources allocation for creative projects
- » Design navigation and information architecture for large scale web sites
- » Design and documenting of interactions flows and wireframes
- » Design the user interface for a Web Application

UI Architect
Siemens Enterprise Communications
Inc (Trango Software)
11.2003 to 04.2007
Toronto, ON

Enterprise Contact Center Application

Lead designer in user interface design activities for a windows based Contact Center solution. I participated in the product definition cycle for two major releases. Developed concepts, storyboards, user interface specifications, and managed usability concerns. Worked closely with various stake holders to ensure the success of the product through the design of an innovative user experience.

- » Participated in the product definition cycle for a complex windows based applications that included administration features, reporting features, visual workflow design, contact handling desktop and a monitoring application.
- » Utilized a feature based definition cycle to define the product. This process required an in depth understanding of use cases & functional requirements.
- » Worked closely with System & Software Architects to design a complete solution.
- » Created low & high fidelity storyboards to conceptualize and iterate through the design solutions using Visio, Photoshop, Illustrator, Dreamweaver
- » The final design was documented in a Feature Design specification which included story boards, information architecture and interaction designs.
- » Participated in implementation cycle to communicate the design and reconcile usability & user interface issues
- » Responsible for icon conceptualization, design, and implementation management

User Interface Harmonization Initiative

Principal designer and strategist in the investigation and definition of a harmonized user interfaces for a suite of applications. The project's objective was to create a set of guidelines and style direction that will be followed by all enterprise applications. Work closely with a UI Framework team to define widgets & patterns.

- » Lead contributor to the User Interface Style and Standards guide that set the direction for designing best of breed user interfaces applications.
- » Lead contributor for a Brand and Style investigation that set the style for this global harmonization initiative.
- » The scope of this project included both thick and thin applications (desktops and browsers).
- » Conceptualization of new metaphors and constructs was a key deliverable for this project.

Soft Switch Web Administration – Munich, Germany

As the user interface designer for this project, I travelled to Munich, Germany to participate in the design and definition of an application to configure and administer a large telecom switch. This project was my first exposure to an Agile development process.

- » Reviewed backlogs and use cases to understand features.
- » Designed the information architecture for the application.
- » Created a patterns based style & standards guide to document the user interfaces look and feel.
- » Designed and developed storyboards to describe features and functionality.
- » Prototyped screens in HTML (using Dreamweaver) and employing style sheets (CSS) to define the look and feel.
- » Managed the icon creation process (conceptualization, design and work management)

**Director, Creative Design &
Usability / Information Architect**
Ticoon Technology
02.2000 to 11.2003
Toronto, ON

Personal Financial Planning – Web Application

Lead the user interface design activities for a enterprise wealth management solution. This included designing the overall user experience for the administration and client application. The product allowed users to manage their assets and liabilities and plan long term goals. This was an online equivalent of a Microsoft Money and/or Quicken.

» Responsible for user analysis of the target audience through interviewing domain experts (financial planners, business analysts)
» Translated business requirements and use cases into high level user interface concepts.
» Created a high-fidelity prototype of the final solution (Dreamweaver)
» Designed story boards, and information architecture (Visio)
» Designed the final product's look & feel (Photoshop)
» Designed common GUI metaphors and patterns that could be re-used throughout the application.
» Documented final solution in a functional/UI specification
» Mentored junior designers

Finance Web sites – Web Sites

Designed and constructed various Financial Web sites for clients. This included user analysis, conceptualization, design and final development.

» Utilized a User-centered design process (interviewing, high-fidelity prototyping, card sorting)
» Produced the information architecture for various websites (navigation design, storyboards, site maps)
» Basic visual design principles (information design, typography, grids, negative space, color theory)
» Web development (Dreamweaver)

Corporate Communication Projects – Web & Print

Lead designer for the corporate re-branding of Ticoon Technology. This project involved developing brand values, and reshaping the identity to be more modern.

» Responsible for ideation of the identity
» Designed all collateral which included design of brochures, letter heads, and business cards.
» Conceptualized, designed and developed the corporate internet site.

Infromation Architect
Extend Media
12.1998 to 02.2000
Toronto, ON

Various Projects – Web Projects

Responsible for the information architecture for a number of client projects.

» Responsible for User and Task analysis / Target Audience analysis
» Design of navigation and information architecture for large scale web sites
» Design and documenting of storyboards and interactions flows
» Researching current web usability issues

User Interface Design Manager
Corel Corporation
11.1997 to 07.1998
Ottawa, ON

Management Projects

» Created a corporate UI strategy and developed a UI team
» Managed, recruited, interviewed and educated UI designers
» Advocating a user-centered design as an approach within the development cycle

Various Design Projects – Windows Applications

» Delivered a functional design for the Corel Setup Wizard. The proposal was based on an investigation and task analysis.
» Designed a new user interface for creating and managing natural media brushes. The proposal was based on interviews with users, task analysis and analysis of marketing trends
» Designing & documented new controls for Corel's common UI engine based on internal product needs and product requirements
» Researched and defined new techniques for presenting information through new and innovative user interface techniques
» Designed and prototyped the next generation of user interfaces (low and hi fidelity) for Corel Draw
» Presented a design proposal to solve UI problems for Photo-Paints bitmap effects

Sr. Graphical User Interface Designer
Corel Corporation
10.1995 to 10.1997
Ottawa, ON

CorelCAD 3D Solid Modeling – Windows Application

- » Realigned the marketing/product position and target users of CorelCAD V1
- » Investigated and designed new features, workflow, dialogs, user interaction, menu's, tool bars and then documented this in the Product Specification
- » Designed and documented new controls that were necessary for the product
- » Designed icons, cursors & graphics
- » Investigated alternative input devices (3D Controller)
- » Created 3D test and sample files and demonstrated product at trade shows
- » Designed dialog layouts (to the WIN95 Style Guide), within a Resource Editor

This effort resulted in a fully functioning 3D Feature Based Solid Modeler. The product incorporated a variety of different technologies that required at a minimum conceptual understanding in order to design the product.

CorelCAD 3D CAD Version 1 – Windows Application

- » Based on competitive analysis, I designed new features, workflow, dialogs, user interaction, menu's, tool bars and then documented this in the Product Specification
- » Designed and documented new controls, and advocated their creation
- » Designed icons, cursors & graphics
- » Created 3D test and sample files and demonstrated product at trade shows

Other Projects

- » Corel Office for Java - Personal Information Manager (PIM)
- » Lumiere - Video Editing Suite & Corel Flow

Quality Assurance Specialist
Corel Corporation
10.1995 to 10.1997
Ottawa, ON

CorelCAD - 16-32 Bit Port

- » Tested product functionality and reliability
- » Created bug tickets
- » Interacted with developers to review fixes and close bugs

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Education

Bachelor of Architectural Science (BArchSc) – Ryerson University
09.1990 - 04.1994 – Toronto, Ontario

In my final years I focused on design principals as they responded to social, technical and physical factors. This education was pivotal in shaping my perspectives on design as it relates to the human condition.

Training/ Workshops

- » Furniture Design – Winter 2007- Living Arts Center
- » Life Drawing – Winter 2006 - Living Arts Center
- » Scrum Training – November 2005 - Siemens
- » Architecture and Middleware – November 2005 - Siemens
- » Patterns in Software Architecture – November 2005 – Siemens
- » Life Drawing – January 2004 – Living Arts Center
- » Negotiations Training – September 1999 - @ ExtendMEDIA
- » The GUI's are Coming - 1997 - Onsite (Corel) - Lisa Berec from CGI Group Inc
- » Practical 3D User Interface Design - 1997 - Siggraph - Various Lecturer's
- » Usability and Usability Testing - 1996 - Onsite (Corel) - Janice (Ginny) Redish, Ph.D
- » Graphic Design for Usable GUI's - 1996 - Siggraph - Aaron Marcus and Associates