

# Vineet Mishra

User Experience Designer · 9+ yrs

I strive to balance the semantic, syntactic, and pragmatic aspects in my design. Asking why before what to design for any problem guides me to a better solution.

## Experience

### Oracle · Principal UX Designer

2016 - PRESENT · SAN FRANCISCO, USA

**Digital assistant:** Design end-to-end conversational experiences across channels for the different domains in Oracle Cloud Applications.

**Conversational UX:** Design framework, guidelines, and standards for quality conversational experiences.

**Ferrari:** Designed the "Ferrari Dealer" mobile application.

**VA authoring:** Designed the authoring, monitoring, and analysis experiences of the Virtual Assistant platform.

**Sales and Service:** Led the design and research efforts for multiple applications on Sales and Service Cloud.

### Ahold · Senior UX & UI Designer

2015 - 2016 · BOSTON, USA

**In-store applications:** Led the research and design of iPad applications, for the 'Bakery' and 'Meat' departments, that were deployed across multiple stores.

**Design system:** Improved the approach to design and established the foundational design system.

**Emerging tech:** Designed the interface for the AR-based application for in-store customer experience.

### RIT · Graduate Assistant

2013 - 2015 · ROCHESTER, USA

Designed, managed, and created content for the website of New Media program in the School of Design.

### Infosys · Senior UI Designer

2008 - 2013 · PUNE, INDIA

**Design tool:** Research and design of in-house application for designers to help with their complete design journey.

[vineetmishra.com](http://vineetmishra.com)

[vineetmishra29@gmail.com](mailto:vineetmishra29@gmail.com)

+1 585-705-0420

## Notables

### Speaker

**The Conversation Design Podcast**  
by Botsociety

**Voice UX: Design and Community**  
Meetup by Voice UX

**Designing UX for Autonomous Cars**  
Meetup by Lean Mobile UX Design

### Guest Lecture

**Design Thinking**  
California State University, East Bay

**User Experience Design**  
University of California, Santa Cruz

## Skills

### Specialities

Conversational design · Voice & Tone ·  
Design thinking · Service design ·  
System thinking & creativity · Prototyping

### Tools

Sketch · Invision · Balsamiq · XMind ·  
Adobe creative suite · Keynote · HTML

### Domain

Language · Saas · B2B · Finance ·  
Project Management · Sales · Service ·  
Human Capital Management · Fintech ·  
Automobile · Retail · FMCG

## Education

**RIT · MFA** - Visual Communication Design  
May 2015 · ROCHESTER, USA

**Pt. RSU · BE** - Electronics & Telecomm.  
July 2008 · RAIPUR, INDIA