


Hi. I'm Sanj.

I design beautiful user experiences
that are simple to use...

The background is a solid blue color with a faint, repeating pattern of various mobile devices (smartphones and tablets) and wireframe diagrams. The text is centered and reads:

...by building wire frames that
transform good ideas into blueprints
for web, mobile, and tablet products.



Shuv is an iOS and Android app that allows users to assign the ringtone a contact hears when receiving a call. The app was built in partnership with Sony Music Entertainment.

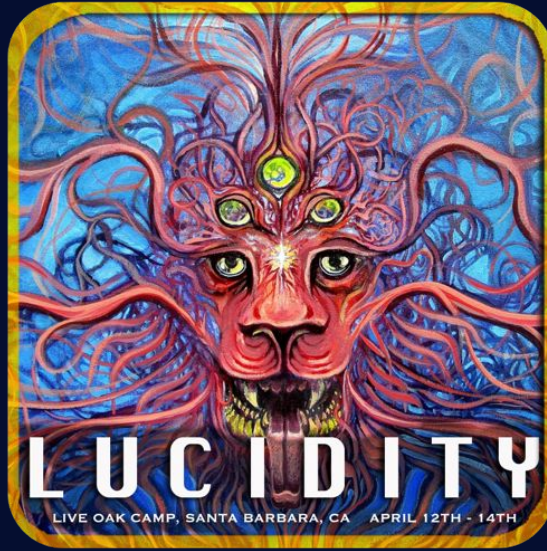
I collected design requirements from the client, produced wireframes illustrating the UX, and managed the design and implementation of the product up to launch.



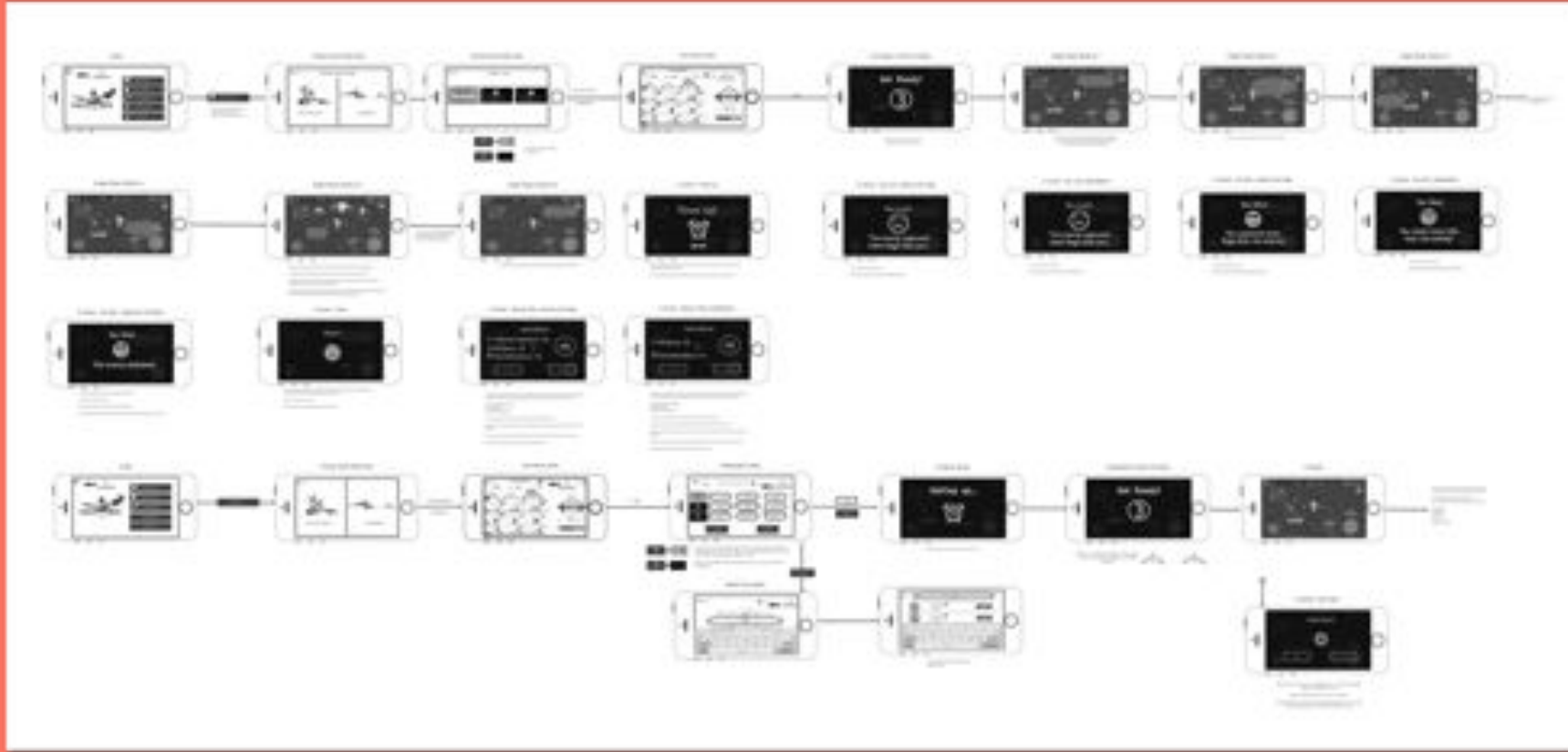
eAttending is an app that helps doctors make orders on the go. I provided prototypes and product management, pushing the project from concept to launch.



Syndible is a mobile and web app that offers a crowdsourcing solution for syndicating news worthy content. The platform required special design consideration for several personas: admin, subscribers, and regular users.



Lucidity is a transformational arts and music festival. I coded the native iOS app which features an interactive map, event planner, and static views for event information. With over 400 events planned for this paper-free festival, the app was a go-to tool for attendees eager to get the most out of their experience.



My prototypes have provided dozens of businesses with the opportunity to uncover how well their product will be received before it's built, **saving them production time and cost.**

The background is a collage of various creative projects. In the top left, there's a line-art portrait of a person with the text 'SANJO BANJO RANJO' below it. To the right, there's a photo of a person with a name tag that says 'Paul'. Below that, there's a video player showing a person with a play button overlay. In the bottom right, there's a movie poster for 'THE WORST OF THE WORST' with festival laurels from 'TOPIA FILM FESTIVAL 2013', 'UNAFF 2013', and 'GLOBAL PLACE FILM FESTIVAL 2013'.

Outside of UX, I enjoy collaborating with a network of talented friends on film and music projects. You can learn more about these projects on my website, **sanjeevbrar.com**.

"Sanjeev Brar's award winning work spans TV, film, games, and apps. He has worked in all aspects of software development from graphic design, sound design, music, and code. Sanjeev started his creative career producing digital media for SETI as an undergrad at UC Berkeley. After graduating with a degree in Astrophysics in 2006, Sanjeev turned his attention to playing shows with his band and studying music production. His efforts culminated into his role as a Audio Designer and Project Manager for San Francisco based game shop, Morphonix LLC. Since his time at Morphonix, Sanjeev has moved to New York City where he has provided UX oversight and project management for dozens of web, mobile, and tablet applications. Sanjeev also enjoys coding his own iOS Applications which all find inspiration from his love of music, technology, and art."

- appetizermobile.com