

# Bilal Sehgal

Brooklyn, New York

bs3862@nyu.edu | (347) 933-3750 | UI/UX and Product Management

[bsehgal.github.io](https://bsehgal.github.io)

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## Education

### New York University

Master of Professional Studies, Interactive Telecommunications Program (ITP)

**Relevant Coursework: Designing Meaningful Interactions, Design Research, Web Development, Machine Learning**

May 2021

New York, NY

### Lahore University of Management Sciences (LUMS)

Bachelor of Sciences (Hons), Economics (Deans List)

May 2009

Lahore, Pakistan

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## Work Experience

### New York University

Visual Experience Designer

June 2020 – Present

- Create interaction design deliverables such as process flows, wireframes, annotations and prototypes for web, big screen displays, kiosk and other interfaces.
- Implement designs through CMS, front end development, Adobe CC and other software.
- Analyze content and information architecture to improve navigation structure.
- Access existing data and find ways to share them with segmented audiences in more delightful and informative ways.
- Conceptualize and design publications, advertisements, logos, signage, posters, and web content using publishing software programs.
- Design layout and produce color comps and dummies of designs, illustrations, and photography.
- Ensure final products maintain consistent look and quality of NYU and OGS brand.
- Independently complete special projects and feature additions.
- Design data visualizations using D3JS, MapBox, Tableau to analyze 50,000 students in 200 countries, and other technology as needed.

*Tech Stack: D3JS, MapBox, Tableau, Adobe AEM, Adobe CC*

### TimeSvr.com

Product Manager

Sep 2014 – July 2018

- Conducted User Design Research and Interaction Testing
- Developed a more interactive and immersive User Experience
- Co-created with a team of designers and developers, products that were featured in Slate, GigaOm, Inc.com for clients that included President Obama's Social Media Campaign, NBC's The Office, NYTimes Best Seller "The Personal MBA"

*Tech Stack: Sketch, Balsamiq, HTML, CSS, Linux*

### 1Form.com (acquired by REA Group)

User Interactivity Manager

April 2011 – April 2014

- Performed User Interaction tests for a one-stop tenancy application portal that serves 90% of AU and NZ real estate market (feedback loops, A/B testing).
- Collaborated with web development and design teams and end-point communication strategies
- Decreased technical complaints by 40%, and grew user base from 600,000 to 3.6 million as a result of feature improvements

*Tech Stack: Balsamiq, BaseCamp, JIRA*

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## HCI Projects

[Machine Learning Augmented Marketplace](#) for ML Art (*ml5js, ml4a, runwayml*)

[Live Web Interactive](#) zoom clone with gesture draw (*SimplePeerJS, Sockets, JavaScript, MapBox, Yorb 3.0*)

[Uber Compost](#) composting is no longer ugly and tedious (*Design Research, Prototyping, Wireframes, Pitch Deck*)

[Population Infinite](#) AdTech applied and machine learning (*BigGAN, pix2pix, Deepfakes, GPT3*)

[Portfolio in 5 minutes](#) (*Node.js, UI/UX, GPT2, ML5js*)

[GrowthChart](#) UI/UX for a mobile app replacing Yellow Cards for babies in NYC (*Sketch, Invision, Balsamiq*)

[Chrome Extension](#) Image transformation chrome extension (*JavaScript*)

[Covid Chat](#) Full-stack web app shares location & messages between quarantined individuals (*Node.js, Sockets, JavaScript, MongoDB*)

[BabyArcade](#) (*Arduino, P5js*)

[GenieBlender](#) (*Adobe Premiere, Illustrator, Adobe Creative Cloud*)

[PlantToDatabase](#) (*Graphana, Postgres, MySQL, Node*)

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## Skills

- Certificate courses for C++, Python, and Front-End Development (intermediate)
  - UI/UX, User Experience Design, Front-End Development, User Testing, JavaScript, Node.js, Data Visualization
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## Miscellaneous

- Represented Pakistan in “Dubai Rugby 7’s” International tournament.
- Composed and played New Age instrumentals for performances live on MTV Nokia Spotlight
- Travelled across Europe with standup comedy duo Nuxa Lites.