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User Experience Designer

"Man's mind, once stretched to new ideas, never regains its original dimensions"
-Oliver W. Holmes

Summary:
User Experience Designer with 12 years of experience in UX and Consumer centric Design, Expertise in design for web, handheld devices (iOS and Android) and interactive media

I specialize in User Centered Design for interfaces to create an efficient user experience.

- I have been involved as a UI Designer for a variety of projects across domains like Retail, Finance, Healthcare, Utilities. I design user-friendly interfaces through high level IA model, page level design, interactions ad UI Patterns for the web or internet enabled devices as well. Currently I am working on projects involving UX for iPAD, iPhone and Android devices

For the design projects I follow UX process which includes the following:

- User Requirement Analysis (User Interviews, Card sorting, User Personas and Usage Scenarios)
- IA conceptual Model (For user friendly navigation across pages / tasks)
- Wireframes (Page layouts, Information Hierarchy, Visio, Axure, Balsamiq)
- Intermediate Usability Evaluation (Heuristics) V
- Visual Design and Assets (Using Adobe Photoshop, Illustrator, InDeisign)

DESIGN SKILLS:
- UI Design for consumption on different devices (web, mobile, kiosk)
- Experience Journey Map
- Design Conceptualization
- Customer Orientation and Brainstorming Creative Problem Solving
- Contextual Research

KNOWLEDGE AREAS:
- UI Best practices and standards
- Exposed to capabilities and constraints of HTML, Ajax, JQuery UI, Responsive Web Design
- Device Specific UI Design
- Sensitized to capabilities and constraints of user behaviour for websites and different devices like smart phones, point of Sales, portable devices
- Relevant Interaction Patterns
- Creating customized, suitable interactions as per the context of UX, in this exploration, I have created a few patentable interactions

Education
- Post Graduation in Design (M.Des) 2002 – 2004 – Indian Institute of Science (IISc), India
- Bachelor of Architecture (B.Arch) 1996 – 2001 – Pillai's College of Architecture (PiCA), India

SOFTWARE   SKILLS

UX Tools	:Sketch, Axure, Balsamiq, PowerPoint, Visio, Photoshop, Illustrator, InDesign, Dream weaver, Bootstrap UI (working knowledge of prototype tools and capabilities like html5, css3, JQuery)
2D	: Indesign, Illustrator, AutoCAD, CorelDraw
3D	: CATIA, 3DsMax, Rhinoceros
Misc	: HTML5& CSS3 (basic), Mindmup -mind-mapping tool

<u>**Work Experience:**</u>

Persistent Systems, Santa Clara, CA   **Jan 2015-May 2016**

Client: Wells Fargo, CA   **Nov 2015 – May 2016**
Role: UX Design Consultant
Designed a platform to work with the iHUB that would enhance the work of BA, QA and end users in maintaining huge data sets and managing them online, which had so far existed offline only in the form of MS Excel data. The platform would further help collaborate with various other tools that would plug in for their day to day activities.
Key Contribution:
- Design solution and implementation for Phase 1 and help in soft launch to get early feedback.
- Propose design framework for Phase 2 based on feedback
- Design solution for related tools that plug in to iHUB

Client: Shout MD, CA   **Oct 2015 – Nov 2015**
Role: UX Design Consultant
Proposed a UX strategy for a social media platform that will enable efficient interaction between franchisors and franchisee used a layered approach to create a white labeled UX platform
Key Contribution:
- Research and Analysis of CMS, Salesforce, Liferay and Social Media tools
- Providing a UX strategy that will enable business to expand and reach out efficiently
- Using technology as an aid, rather than a barrier, to enable non-tech savvy business like Lash Lounge to expand and manage their franchisee.

Client: Movimento, CA   **Sep 2015**
Role: UX Design consultant
Designed and proposed a POC for movimento, a provider of tech solutions for automotive OEMs and Tier-1 suppliers.
Key Contribution:
- Proof of concept for OTA (over the air update) platform solution
- Used by web portals and Embedded systems in the car

Client: Hackensack Hospital (HUMC), NJ   **Jul 2015 – Sep 2015**
Role: User Experience Design Consultant
A Patient Centric Application to help them connect with the hospital and reduce the paperwork, wait times and help provide care as well as help with related aspects like access health records, make appointments and search for physicians, follow ups and health programs. This is available as an iOS and android app as well.
Key Contribution:
- Conducting Design workshops to elicit requirements
- User Research and analysis by way of onsite observation, interviews and surveys
- Using customer journey map for arriving at a roadmap and identifying possible areas of improvement to arrive at meaningful and pleasurable experience
- Design approach and framework for web, mobile (iOS and android)
- Worked with team across different locations
- Using technology likes geo-Fencing, way finding along with EPIC to provide meaningful interactions as and when the user would need it.
- Also integrated facial recognition and Insurance Card scanning for enhanced security and reduced paperwork

Client: Trinet, CA   **Jun 2015**
Role: User Experience Design Consultant
Designed a Time tracking application to be used by Business for their employees. The app would have non-interfering and intelligent interactions to seamlessly capture information using technology of geo-fencing.
Key Contribution:
- Creating POC to get early feedback
- Implemented design solutions taking into account the feedback and analysis
- Design the Wireframes, mock-ups to showcase the solution

Client: Wells Fargo, CA   **Jan 2015 - May 2015**
Role: User Experience Design Consultant
Research and analyse the existing CEO portal to arrive at design and recommendations for making it ADA compliant.
Key Contribution:
- Wireframes to showcase implementation of WFRIA framework
- Design and recommend solutions based on usability findings that would adhere to ADA guidelines in terms of color, font-size and scalability

Client: Allstate Insurance, IL   **Jan - Dec 2014**
Role: Sr. UX Architect
Design apps for Allstate clients like BMW, Mini, Verizon as well as generic Allstate [RoadSmart app](#)
Study the Alliance framework and provide a design framework and approach
Key Contribution:
- Design framework
- Designing and Optimizing the flows and UI to ensure seamless interaction for drivers
- Designing scenario based workflows and individual screen interactions through wireframes
- Arriving at a "reverse bid" design solution to help Allstate increase the ROI from providers
- User testing and feedback

- Delivery of Style Specifications like Typefaces used, Type size, Colour, Pixel Layout, Button specifications and Style Guide

Environment: MS PPT, Adobe Photoshop

Infosys, Bangalore - India   **Feb – Dec 2013**
Various Clients: (Hitachi, Kraft, Avon, Norfolk Southern),
Role: Sr UX Architect
Worked on various Client Projects to arrive at design solution of intra-modal application, corporate website, and support application. Involved in Usability Lab program set up and help conduct usability reviews using eye tracking technology.
Key Contribution:
- Creating a taxonomy/navigation and sitemap and workflows
- Creating POC for CG (Crompton and Greaves) to revamp their online presence
- Working with Content Writers to help with the content strategy that would tie in to UX
- Creating a Proposal for Toyota Inventory Management
- Designing an iOS and Android App for Hitachi for Customer Support
- Working with various Infosys Business Verticals to help achieve better UX
- Mentoring colleagues and peer –designers to come up with industry level quality of deliverables

Environment: MS Office, Visio, Adobe Photoshop, Adobe InDesign, MS PowerPoint

Client: PwC, Tampa - Florida   **Dec 2011- Feb 2013**
Role: UX Architect
I worked with PwC to enable the digital transformation as part of their Enterprise Mobility Program. This was a 2 year program that outlined transforming the intranet and internet applications of PwC to be made available on the mobile platform using platforms and tools like MDM and IronMobile
Key Contribution:
- Designing mobile apps for iPhone, iPAD as well as android that would help PwC Executives
- Ideation on concepts that would facilitate PwC in their interaction with their clientele.
- Creating a seamless look and feel in the apps to emphasize the re-branding of PwC

Environment: MS Visio, MS PowerPoint, Adobe Photoshop

Client: Reed Elsevier, St Loius - MO   **Jul – Dec 2011**
Role: Senior User Experience Lead Designer
Involved in eLearning portal, SimChart, to help staff and students with their study. This was based on the design framework already in place that I created as part of the previous phase for Elsevier
Key Contribution:
- Understanding the domain requirements, and the scope documents for the eLearning application
- Perform heuristic analysis to attain a consistent design and proposed taxonomy/navigation for new integrated application
- Working with Business as part of Technology group for Usability/design inputs in an agile mode. Participated in JAD sessions
- Creating sitemap/navigation, Low & High Fidelity prototypes for the redesign

Environment: HP ALM, Axure, MS Visio, MS PowerPoint, Adobe Photoshop, InDesign

Client: William Sonoma, SFO-CA   **Apr – Jun 2011**
Role: Senior User Experience Lead Designer

Framework design for Kiosk based touch interface for Point of Sales across WS and its various business fronts like Pottery Barn, West Elm and Pottery Barn Kids

Key Contribution:

- Interviews with key users from the different levels of the business, ranging form in store executives to in office executives.
- Capture/Understand business information, for organizing existing content
- Assure that the dev team addresses all relevant concepts from the prototypes and adhere to various standards from the UX designs
- Create, present, and maintain all information architecture deliverables, user scenarios, task flow diagrams, sitemap/navigation
- Color Theme/taxonomy, wireframes, interaction outline/specs and style guide.

Environment: MS Visio, MS PowerPoint, Adobe Photoshop

Infosys, Bangalore, India   **Feb 2008 – Apr 2011**
Various Clients (Infosys, Cisco, Citibank, Microsoft, Novartis, Pfizer, BP)
Role: Senior User Experience Designer
Key Contribution:

- Actively involved from idea to implementation of PIE, Product Incubation and Engineering platform that later became a significant tool for monetizing business ideas.
- Instrumental in creating a platform for Trade Visibility and Supply Chain Management as a platform that would be leveraged by companies like Cisco, Best buy
- Designing a Scientist Workbench for Microsoft using SharePoint Platform. This was showcased in one of the MS conferences.
- Design and implementation of a platform using SharePoint 2010 for Pfirzer,one of the leading pharmaceutical company
- Partnered with client UX design manager and delivered **wireframe**, Visual design and **prototypes** using MS Visio, Photoshop and Axure
- Well experienced in performing both quick and elaborate Heuristic Usability reviews

Environment: Axure, MS Visio, MS PowerPoint, Adobe Photoshop

Client: Lednium, Arlec – Melbourne and India   **Nov 2005 – Jan 2008**
Role: Product Designer
Involved in studying the Australian market to come up with consumer Centered products and design ideas
Key Contribution:

- Designing suitable products for Arlec to help grow their vision and business
- Providing solutions to enable popularize their product, Lednium
- Enabling a start-up to help in the end to end product design from concept to engineering
- Managing and collaborate with design team to cater to requirements of Arlec and ensure deliverable

Environment: MS PowerPoint, Adobe Photoshop, Acrobat PDF, 3D modelling

Client: Ashok Leyland – India   **Aug 2004 – Sep 2005**
Role: Industrial Designer
Worked on the future vehicle development program (FVDP) at Ashok Leyland
Key Contribution:

- Understand market and benchmark global competitors

- Work closely with engineering team to understand various parameters of production
- Work with Vendors to maintain quality and supervise the production to make sure it is as per design
- Ergonomic study to help better design for the end users

Environment: MS PowerPoint, Adobe Photoshop, Acrobat PDF, 3D modelling

Post Graduate Internship – India   **May 2004 – Jun 2004**
Role: Intern Designer
Worked on a project for healthcare equipment for Geneva International at Bangalore
Key Contribution:
- Apply design methodology to arrive at product design solution for Geneva International
- Conduct User survey to validate concepts
- Help in Marketing activities at Leadership level

Environment: MS PowerPoint, Adobe Photoshop, Acrobat PDF, 3D modelling

Achievements
Won Design Excellence award at CDG (Communication Design Group), Infosys
Winner of Igniter Minds event at Infosys
Patentable UX patterns
Winner of the Design Esquisse in the inter year NASA day during graduation (B.Arch)
Patentable designs in M.Des
CEED national rank of 4