Profile: Content & Design Services Specialist

Here at Cognizant we are delivering innovative solutions for our clients every day. Of these, the most demanding challenges are probably the ones faced by the Content and Design Services group. What we do span across verticals, break cultural boundaries and straddles multiple disciplines. Our capabilities and efficiency are so much in demand that we are growing at a frantic pace even in the harshest of times. In-fact we emphasize the importance of design so much that we have the largest creative group among the competitors.

The Content & Design Services group ensures that the client gets the 'optimal' user experience using a combination of the following factors:
- A team of designers trained in Human-Computer Interaction (HCI) – ensuring the
- use of industry-leading 'usability principles' during UI design
- Extensive use of the 'information design' principles in UI development
- A team of creative specialists who extend an organization's brand or styles/standards into the web applications. This makes applications consistent and predictable
- Expertise in industry-standard design and animation software such as Photoshop, Illustrator, CorelDraw, Flash, etc

1. Interaction Designer
The User Interaction designers add value to the design through the understanding of psychology and human-computer interaction. They analyze the requirements, interface with the users and arrange usability assessments. The information they collect eventually lead to creation of designs which are both functional and aesthetic, helping Cognizant maintain the lead in the IT services industry.
- Applying Usability techniques and principles in all phases of the product development life cycle
- To elicit Client/ User Requirements, User Profiles, Competitive Analysis
- Strong conceptualization ability based on the brief given by the client as well as brief, scopes prepared internally
- Develop Information Architecture, Wireframes, Visual Design/ Branding, Prototypes
- Should be able to conduct expert reviews, Usability Test and Design standards
- Responsible for individual effort in research, evaluation, and analysis
- Integrating with development teams
- Recognizing and filling the needs of internal customers as well as end-users of products, applications, processes, and technologies.
- Ability to work independently, but take direction and input very well
- Ability to build consensus for user-centered, business-friendly decisions in a fast-moving, highly competitive environment
- Knowledge of industry standard design tools like Adobe Photoshop, Illustrator, Flash, etc.
- Basic understanding of HTML and CSS expertise

2. Visual Designer
Our Visual Designers create industry standard graphic and new media experiences for international and domestic clients. Their skills of standard design packages from Adobe and Corel are augmented by awareness of design evolution, cultural implications and quick turnaround time. Some even evolve to straddle the gap between design and programming to seamlessly move beyond the obvious job description and own the entire front end development.

- Visualizing and developing new ideas and finding out suitable medium to express the idea – paper prototyping, PowerPoint.
- Understanding client requirements and sharing of own ideas with individuals or teams – clear communication skills.
- Strong skills to satisfy variety of graphic design needs – web and print layouts, icons, logos, illustrations, etc.
- Advanced skills of tools like PhotoShop, Flash, CorelDraw, etc.
- Competent in MS Office package - Word, PowerPoint, Excel, etc.
- Moderate to Advanced skills in making webpages using html and css.
- Awareness of current design trends, media, branding, etc.

3. Graphic Design (E-learning Services)

Our Graphic Designers determine the needs of the client, the message the design should portray, and its appeal to the end users. They base their designs on cognitive, cultural, physical, and social factors. They have to synergize with both the Instructional Design and Flash Programming teams to come up with innovative ideas.

- Understand and gather client requirements
- Should be able to translate textual content into visual media
- Excellent visualization and graphic design skills
- Develop graphics and animations in Photoshop and Flash
- Design and develop user interface for the course
- Review the course from a design perspective based on the design fundamentals
- Should possess thorough knowledge of industry standard tools such as Photoshop, Illustrator, CorelDraw, Flash, etc