ANAND J RATHOD

UI/UX Developer/Architect/Principle
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SUMMARY

Working as a UI/UX Developer/Architect with a minimum of 17+ years of experience developing front-end code, project management & training. Must possess the ability to prioritize conflicting duties & maintain timeline integrity for projects & tasks. Develop well-written, front-end code for new product features, maintain code & fix defects within the existing code base & apply best practices & coding patterns to ensure your solutions are maintainable, modular, of high code quality which work well across browsers, devices & WCAG compliance. Fluent in popular languages, tools & libraries such as HTML5, CSS3, JS, React, Angular, Typescript, Node, Bootstrap, LESS, SASS, git, scrum, etc.

Work closely with the Engineering team to integrate their code into the larger product, using version control, QA tools, & additional development tools to ensure smooth handovers. Work collaboratively with visual & interaction designers to understand requirements & deliver expected looks & behaviours. Responsive, positive attitude under time pressure, ability to thrive in a high-performance workgroup.

EXPERIENCE

CERENCE SERVICES (INDIA) LLP
Pune // Manger || Software Engineering - UI // 03/2023 – Present

- Lead and manage a team of software engineers specialized in UI/UX VUI development, fostering a collaborative and innovative work environment to achieve project objectives efficiently.
- Oversee the end-to-end software development lifecycle, from conceptualization to deployment, ensuring high-quality deliverables within specified timelines and budgets.
- Collaborate with cross-functional teams including designers, product managers, and engineers to conceptualize and implement intuitive and visually appealing user interfaces for automotive infotainment and cluster systems.
- Provide technical guidance and mentorship to the software engineering team, fostering skill development and knowledge sharing to drive continuous improvement and innovation.
- Manage project timelines, resource allocation, and budgetary considerations, ensuring alignment with organizational goals and objectives while mitigating risks effectively.
- Implement robust testing strategies to ensure the reliability, performance, and security of software solutions, adhering to industry standards and best practices.
- Collaborate with internal stakeholders including product management, hardware engineering, and quality assurance teams to align software development efforts with product requirements and specifications.
- Stay abreast of emerging trends & technologies in the automotive industry, conducting research and feasibility studies to identify opportunities for innovation and differentiation, contributing to the company's competitive edge.

QUESTIONPRO
Pune // Lead UI Developer // 03/2016 – 02/2023

- Work closely in an agile environment with product managers, UX designers, & software development teams to understand business & technical requirements for the big picture as well as MVP, & translate them into intuitive, highly stylized, working interfaces.
- Conduct research to understand how different user groups want to flow through & interact with our web entities. Turn that information into workflows & implement solutions.
- Own the development, ongoing maintenance & performance of the Enterprise Analytics website / portal. This includes test plans, data analysis & conversion optimization.
- Manage multiple projects at once and stay on top of hard deadlines, thrive in a fast-paced environment, & keep projects moving through the pipeline.
- Assisting in Quality Assurance process and customer issue resolution.
- Demonstrate creativity, foresight, & good engineering judgment in anticipating & solving various engineering problems.
- Developing & re-factoring existing products, providing product enhancements & resolving product defects to meet customer issues.
- Enforce code quality & performance.
- Estimate project test efforts, create test plans & test cases for new projects.

XENTO SYSTEMS
Pune // Sr. UI Developer // 09/2014 – 02/2016

- Convert AI/PSD layout into responsive HTML with the help of CSS3/LESS.
- Write high class code structure & use semantic coding.
- Implement JavaScript, jQuery as per the requirement.
- Responsible for people Management, including goal setting & providing performance feedback.
- Responsible for Status reporting.

ESDS FULLY MANAGED DATACENTER
Nasik // UI Manager // 05/2010 – 08/2014

- Align conceptual & strategic direction with Sr. Director & collaborate with Product, Engineering & Marketing to guide UI team towards beautiful, innovative, & effective UI solutions
- Led new user interface designs through the complete design & development cycle (including concepts, information architecture, visual design & interaction design).
- Collaborate with UX Manager (B2C) to develop, monitor & update clear & effective design project plans, user research & testing schedules, & ongoing infrastructure development for all responsible Product areas
- Worked directly with business analysts to define product requirements focusing on usability & interaction flow.
- Created conceptual diagrams, wire-frames, prototypes, visual mock-ups & graphic assets as needed.
- Developed style guides & worked closely with the development team, business analyst & executive leadership to ensure that the design & usability intent is carried through to production.
- Redesigned the entire user interface, interaction flow & user experience of several enterprise - level web sites & applications.
- As the Creative Director, led the design, development & production teams in all projects including print, online, interactive & video, from concept to launch.
- Designed websites, logos, business cards, stationary, ad slicks, promotional & advertising materials, sign s, multimedia presentations, direct mail, email campaigns, & more for clients across industries like entertainment, non -profit, IT consulting, government, social media, real estate, transportation & other sectors.
- Managed requirement gathering & concept development, as well as client & vendor relationships & met with clients to ensure their business goals were in line with overall company mission.
- Communicates regularly with senior management on team's activity, attitude & performance

AIRO AVIATION – FZ – LLC – UAE
Ras Al-Khaimah - Dubai - UAE // Sr. Web Designer // 01/2008 – 12/2009

- Designed & developed creative new Engagement platforms & websites, using CSS, HTML, JavaScript, & XML.
- Maintained internal tools for managing site structure & data.
- Applied usability techniques & principles in all phases of the product.
- Produced wireframes, mock-ups, task flows, & UI specifications as needed to assist with business socialization & approval, as well as implementation & testing.
- Created initiatives to define Interaction design's deliverables & placement in the overall requirements to design process.
- Produced detailed design specifications for various projects which included screenshots & proper task work flow.

MY CREATION
Nasik // Web Designer // 01/2007 – 12/2007

- Lead designer & developer for web sites & promotional media for different businesses.
- Coded & tested web pages for optimal viewing & functionality across browsers.
- Developed front end code for e –commerce websites, intranets & portals.
- Created mock-ups, wireframes & prototypes for bids & proposals.
- Utilized contemporary designs to create concise web sites for specific client needs.

EDUCATION

PUNE UNIVERSITY
Bachelor in Commerce // Second Class // 2004 – 2007

PERSONAL INFO

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