**Karthik Vempati**

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**Summary:**

* 8+ years of professional experience as a Senior UI/UX designer in design and test of web - based and front-end applications.
* Expert in UI/UX design tools including Photoshop, InVision, Sketch, Figma, Zeplin, Illustrator and Adobe XD.
* Expert in front-end technologies including HTML/HTML5, CSS/CSS3, DOM, JavaScript, ReactJS, AngularJS
* Provide thought leadership by contributing best practices in the areas of information architecture, interaction design, visual design, user experience, user research, and online user behaviour.
* Conduct competitive and comparative landscape assessments.
* Creates human-centered design deliverables and artifacts. This includes site maps, user flow diagrams, journey maps, wireframes, and prototypes.
* Have run a work shop with a team using the creative mind.
* Expert in designing and specifying user interfaces and information architecture using participatory and iterative design techniques, including observational studies, customer interviews, usability testing, and other forms of requirement’s discovery.
* Proficient in building Responsive Web Design and browser-compatible websites with mobile-first design principal.
* Monitored different databases and application servers using Oracle Enterprise Manager
* Proficient in using JavaScript libraries including jQuery and its component JQuery UI

**Technical Skills:**

**UI/UX Design Tools:** Sketch, Figma, Adobe XD, Photoshop, Illustrator, Zeplin, Axure, InVision.

**Project Management Tools:** JIRA, Slack, Teambition

**Professional Experience:**

**Client: Altice, USA-New York Sep 2021-Present**

**Sr UI/UX Designer**

**Responsibilities:**

* Completed UI/UX design with Photoshop, Illustrator and Sketch for web-end and mobile end.
* Completed user testing and usability analysis with wire-framing and prototyping tools such as InVision.
* Conceptualized user interfaces and workflows with attention to human-computer interaction and user-oriented design best practices, constantly for the simplest, most intuitive and pleasant user experience
* Used Google Analytics to build SEO strategies for the official website
* Designed new features for, and vastly improved the user experience of driver job app and taxi booking app based on iOS and Android, adhering to iOS7/8 design guidelines.
* Reporting to the Director of IT Department, planned, designed and delivered innovative UI/UX design solutions for taxi online dispatching platform, mobile end app and website.
* Conceptualized user interfaces and workflows with attention to human-computer interaction and user-oriented design best practices, constantly aiming for the simplest, most intuitive and pleasant user experience.
* Running a design workshop is one of the best ways to spark creativity and nurture a user- centric mindset within your team.
* As a designer I encountered situations where I need to run design thinking workshops either with my team, clients or other departments in my organization.
* Experienced working with team to conduct workshops sessions to help the current/ upcoming designer to solve the creative problem based on principles of design.
* Most of our workshops are activity based they are done remotely or in person.
* The activities of a designed workshop are organized according to the three phases pf the design thinking process, empathy, ideation and prototyping.
* Experience in creating web wireframes using Axures Rp, Adobe photoshop, Adobe Experience Manager ( AEM).
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* Experience in creating low to high fidelity prototypes ( paper sketches, Balasamiq, Axure, In vision, Proto.io, Photoshop) wireframes, screen- flowdiagrams, pattern libraries, UX documentation.
* Developed cross-browser/platform HTML, CSS, and JavaScript to match design specs for complex page layouts while adhering to code standards
* Generated and iterated on wireframes, high-fidelity mockups and usability prototypes, and assisted in the creation of information architectures.
* Designed new brand logo based on company’s culture and business concepts.
* Conceptualized and created wireframe for brand new taxi dispatching application.
* Contributed to company rebranding initiatives by updating the aesthetic and design language of existing products to match the new brand.
* Advocated the adherence to human-computer interaction and user-oriented design best practices.
* Worked with QA engineers and back-end developers to implement A/B testing and unit testing for both website and dispatching system
* Used jQuery to traverse through DOM tree and manipulated nodes
* Used the Mozilla Firefox extension, Firebug, to view and debug HTML, DOM and JavaScript.
* Manipulated Nodes using DOM and DOM functions
* Design, Develop and Test HTML5, CSS3, Bootstrap, JavaScript, jQuery and React.JS that meets accessibility and web browser standards for website.

**Environment:** Photoshop, Illustrator, Sketch, InVision, Zeplin, HTML/HTML5, JavaScript, CSS.

**Client: Northern Trust Corporation-Chicago, IL Jun 2020-Aug 2021**

**UI/UX Designer**

**Responsibilities:**

* Completed UI/UX design with Photoshop and Sketch for both transaction system and website.
* In charge of corporate branding, interactive materials for content management.
* Worked with project coordinators to develop design concepts for new and updated features, functionality and technical standards according to the corporate branding guidelines.
* Established corporate branding guidelines across current websites and marketing materials.
* Converted complex data tables and excel spreadsheets into info-graphic elements.
* Interacted with CEO, ECD and marketing directors to develop creative concepts and executed online/offline marketing campaigns, presentations, interactive design and animations.
* Designed micro sites and web pages in HTML/CSS, assets for marketing campaigns including html emails, banners, digital print and production.
* Converted UI design to front-end pages with HTML, CSS and JavaScript.
* Conceptualized and executed the creative ideas and next generation of branding to life across all channels, images, collaterals, web projects by industry standards and trends.
* Work closely with producers to schedule and monitor all projects, advised on all technical visual recommendations and/or issues, provide detailed direction.
* Provided graphic support to Global Business Experts, Corporate Financial Analyst and Firm Internal Communications including scan images, manipulation, electronic file management of archived projects and stock image library.
* Designed dynamic client-side JavaScript codes and jQuery to build web forms, page navigation and form validation.
* Built the web application from scratch using HTML/HTML5 , CSS/CSS3 , JavaScript, AngularJS and ReactJS for page layout.
* In conjunction with the Project Manager, survey decision makers on effectiveness/quality of past presentations and materials to solicit feedback for future work.
* Implemented multiple 3rd-party services to add functionalities of online support and social networking into the web content.
* Used JIRA to track bugs and issues and complete functional tasks.
* Created screens with table-less design meeting W3C standard.

**Environment:** Photoshop, Illustrator, InDesign, Figma Sketch, InVision, Zeplin, HTML/HTML5, CSS.

**Client: Wachter, Inc-New Jersey Mar 2019-May 2020**

**UI/UX Designer**

**Responsibilities:**

* Participated in Software Development Life Cycle including requirements analysis, UX / UI design, and maintenance.
* Completed Web/UI design with Photoshop, Illustrator and Sketch.
* Worked closely with internal client team to create user centered design strategies and information architecture to increase efficiency of internal software practices for big data implementation.
* Established continuity across sketch, design, and implementation phases through constructing style guides. Defined grids based on bootstrap standards for user-centered interfaces with visual continuity.
* Conducted usability and created rich persona and user stories based on user needs and objectives.
* Creating highly polished wireframes and prototypes with bootstrap based on grid-based systems to support pixel perfect designs.
* Worked closely with development team to create a common information architecture and hierarchy scheme.
* Configure and implement the use of Oracle Recovery Manager (RMAN) for cold and hot backup to the databases
* Researched competitive analysis of market segment in relation to user experience and information architecture.
* Conducted usability testing and research to determine and shape front end design decisions effected by software development and platform agnostic design

**Environment:** Photoshop, Illustrator, InDesign, Figma, Sketch, InVision, Zeplin, HTML/HTML5, CSS.

**Client: Trigeo Technologies-Hyderabad, INDIA Feb 2016-Nov 2018**

**UI/UX Designer**

**Responsibilities:**

* Generated UX concepts such as tasks analysis, storyboards, and use cases to accelerate user flow.
* Reviewed solutions to verify alignment with customer objectives, organization guidelines and benchmarks, and industry best practices.
* Redesigned and implemented complete web applications to meet web and industry standards.
* Worked with technical leads, engineers, and designers to develop dynamic client-side web applications across various areas of business.
* Crafted digital branding based on UI system layout, asset identification, and project requirements.
* Interviewed various users mostly employees, to understand the pain points in the existing website and transcribes and analyzed various data to discover new features and requirements.
* Reviewed and revamped 5 websites, 2 applications, and 2 social media handles
* Conceptualized and developed differentiating campaign ideas and ads like flyers, and banners across channels including social media, billboards, and prints.
* Worked closely with the developers to solve the accessibility issues in the website, like unreadable fonts, lack of standardization
* Introduced speech recognition feature for better accessibility.
* Iterated interface several times to finally boost the UX score by 25 percent.
* Spearheaded all design elements, templates, and brand consistency.
* Developed and documented style guidelines for website content.
* Single-handedly developed the website and application design for the brand.
* Developed brand identity like color, logo, etc. based on the clientele and market.
* Examined 15 plus existing websites to understand the market in terms of persuasiveness, Emotional Design, and conversions such as measuring properties for use of fullness, visual design, and content.
* Learned and practiced multiple development processes including Scrum, agile and lean.
* Developed responsive design and accessible wireframing to achieve a UX score by .
* Achieved product milestones by establishing UX goals, priorities, and deliverables.
* Collaborated with developers to troubleshoot implementation issues and bring the product to reality.

**Client: IS Solutions-Hyderabad, INDIA Apr 2014-Jan 2016**

**Graphic & UI/UX Designer**

**Responsibilities:**

• Communicate effectively with both technical and non-technical individuals at all levels.

• Create a future state vision from the initial site map or skeletal frame using Figma, Photoshop, Adobe Xd, or by hand.

• UI Designer for mobile apps streamlined existing content and outdated materials in an effort to create a cleaner UI. Conducted customer needs analysis, wireframes, prototyping, and user testing. Created an online style guide for designers and developers to use as a reference. Created and maintained logo usage guide. Collaborated with account managers, and SEO department, creating initial web concepts using low to high fidelity prototypes and wireframes, integrating user-centered design, technology, and business strategy.

• Create current state analysis and feature function lists. Solution taxonomy by creating information hierarchies, site maps, wireframes, prototyping utilizing Invision app.

• Website assessment and reporting.

• Keen understanding of site organization, consistency issues, and nomenclature. Troubleshoot and solve tough usability issues, identifying and mitigating risks to deliver solutions on time.

• Deliver UX feedback, test, and recommend improvements to exist systems and sites.

• Facilitate dialog around end-user requirements and business requirements. Provide guidance to technology during technical implementation to ensure user interface designs are implemented properly.

• Manage individual workload and deliver to agreed-upon project milestones.

• Develop and maintain enterprise-wide intranet and Internet for Confidential E-Business Dept. websites

• Develop prototypes (Image and clickable). Design and develop table-less web interfaces.

• Performed validation of completed sites, which included the debugging, and testing of code.