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|  | [**KVS.PRASAD**](https://kvsprasad.github.io/Portfolio.github.io/)  Assistant Vice President (UX /UI) | 9480131245 |

**** prasad.pachhe@gmail.com [www.linkedin.com/in/prasadkvs1980](http://www.linkedin.com/in/prasadkvs1980) [View Portfolio](https://kvsprasad.github.io/Portfolio.github.io/)

**SUMMARY**

I am a “Assistant Vice President (UX/UI)” Completed CUA Certification from HFI with 11 years of relevant experience and 18 years of total experience.

In order to enhance ROI, I have been actively guiding the teams to provide the customers with solutions that are useful, usable, intuitive and engaging.

**Skills** Strategy (UCA - User Centric Analysis)

Client Relationship Management

Product Management

Business Intelligence (Banking and E-COMM)

**Tools** Adobe XD

Figma

Adobe Illustrator

Adobe Photoshop

Adobe Animate

In-Visio Studio

**Work Experience**

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| **I-exceed Technologies Pvt Ltd**  Assistant Vice President (UI/UX)  (July 2022 – Working) |  | My role and responsibilities are leading the UX/UI, and UX Research activities to deliver world-class user-centric digital experiences for the banking and financial sector.  **Responsibilities**   * Create the working group for product and solution projects implementing the best UX practices with design thinking across the board * Use the appropriate UCD Process to strategy and research for the best results. * Lead the team on UX Research ( Stakeholders Interviews, Questioners, User Interviews, Contextual inquiries… ), Strategies for the solution( Scenarios, IA- Card Sort, User flows, Concepts design… ), UT ( Free Exploration, Task Based, Findability, Affordance, Readability… ) and Prototyping * Use the Design Language System (DLS) and maintain it current * Establish a UX governance to uphold standards and stay current. * Advice and influence the best offerings on the industry best practices with benchmarks during the experience creation * Identify the risks and dependencies in the projects and collaborate with partners to find the workable solutions and backup plans. |
| **I-exceed Technologies Pvt Ltd**  UX/UI Architect & Manager  (Sept 2016 – July 2022) |  | I am the **Manager of the UX/UI/Front End Dev Teams** for the Banking & Financial Service, which provides omni-channel support for B2C and B2E projects.  **Responsibilities**   * Planning and implementing the best suitable UX practices for projects * Efforts Estimation for the UCA process and UT * Conduct research activities like Interviews, Contextual Observation, Workshops & so. at client places * Mentoring and supporting the UX & UI team members * Do Heuristics Evaluation & Expert Review for the current system * Create Questionnaires for Screeners & Interviews with Protocols * Conduct Stakeholders Interviews to discover business goals and target users * Work with team on Design Strategy based on the Mental Model * Be part of documenting the Scenarios and Task Analysis * Conduct Cart Sorting activity to define IA * Conduct UT at every stage of the design * Conceptualize the research finding into Wire-frames & Functioning Prototype * Creating exclusive UI designs and UI patterns & DLS. |
| **Software Paradigms Infotech**  Lead UXD Group  May 2015 – Sept 2016 |  | I was the **Acting Manager of the UX/UI Team,** in charge of providing UX solutions for UX requirements in projects involving products and services in the retail sector.  **Responsibilities**   * Was leading the UX/UI Team (Acting Manage) working on e-Comm platform * Actively communicate and share information with design teammates to ensure UI/UX process aligns across platforms and products * Understand and strategies the business goals, strategy, and product offerings * Offer solutions that consider business goals and user needs the impact products * Take ownership over designs, decisions, and results |
| **YASH Technologies Pvt Ltd**  Module Lead (UXD)  May 2014 – Apr 2015 |  | I worked as a **Module Lead (UXD)** for one of our esteemed clients, the pharmaceutical firm Sigma Aldrich. We focused on revamping the user experience for SAP products as well as many other products.  **Responsibilities**   * Perform the lab activity research to understand the real world difficult and the shortfalls * Document the research findings and offer solutions that consider business goals and user needs * Receive, weigh, and integrate feedback from labs and their users. Explain rationale for design decisions within a larger context * Translate complex content and information systems into simplified user experiences * Conduct UT methods at every stage of design |
| **Zylog Systems Infotech Pvt. Ltd**    UX/UI Designer  Sept 2012 – May 2014 |  | **Responsibilities**   * Worked as a UX/UI Designer on Banking projects for Middle East customers. * Was an individual contributor for wide range of requirement on B2B B2C projects * Creating the exclusive UI designs and UI patters with Guidelines |
| **Excel soft Pvt Ltd**    Associate Creative lead  Sept 2009 – June 2012 |  | **Responsibilities**   * I worked as a Sr. Visual Designer for e-Learning projects along with 2D & 3D animation, Storyboard & Design Guidelines * Achievements: Won the award of Best Resource (Pat on back) in 2012 |
| **EI Design Pvt Ltd**  Senior Visual Designer  April 2008 – March 2009 |  | **Responsibilities**   * Worked as Sr. Visual Designing for e-learning projects and game based learning |
| **ANTS’ Animation Studio Pvt Ltd**  Tech Executive  Feb 2005 – March 2008 |  | **Responsibilities**   * I worked as a Technical Executive conducting trainings on 2D & 3D Animation tools and Demo Projects |

**EDUCATION** Bachelor of Fine Arts (Applied Arts)

Karnataka State Open University - Mysore

Completed CUA Certification Course

Human Factors International (HFI) – In Bangalore

Completed Web Designing

Arena Multimedia – Mysore