Sobilal Kachirayil Baby  
UX/UI Designer, Interaction Designer and Front-End Developer

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ABOUT ME I am a passionate and innovative UI/UX and Interaction Designer with 12+ years of experience in application and website design and development. I have worked on 60+ projects. I work closely with the Product team in an Agile/Scrum workflow to design visually compelling and highly usable web, desktop and mobile applications. Strong experience in creating clean, elegant and user-friendly designs that reinforce the visual identity and get results. And have a clear understanding of technologies and up-to-date knowledge of designing and prototyping tools.

SKILLS UX  
User Research, Persona Creation, User Scenario, User Flow, Sitemap & IA, Heuristic Evaluation, Wireframing, User Testing

UI  
Application Design, Interaction Design, UI Design, Design Systems, Pattern Library, Style Guide, Responsive Design, Asset Creation

Front-End Development  
HTML, CSS, JavaScript, React

TOOLS Sketch & InVision, Figma, Adobe Illustrator, Adobe XD, Balsamiq, Axure RP, Adobe Photoshop

EDUCATION Diploma in Multimedia and Interaction Design.  
*STED Project, Govt of India*  
2004

Diploma in Web Designing.  
*Image Multimedia*  
2008

Bachelor’s Degree in History  
*University of Calicut*  
2003

TRAININGS User-Centered Analysis and Conceptual Design  
*Human Factors International*   
2016

Design for Persuasion, Emotion and Trust  
*Human Factors International*   
2016

The Science and Art of Effective Web & Application Design  
*Human Factors International*   
2016

ACHIEVEMENTS Winner of Accenture Global Innovation Contest  
2017

Avanade Orange Award for Delivery Excellence  
2016

Runner-Up of Accenture Global Innovation Contest

2016

EXPERIENCES Businessvibes Network International Inc, Toronto  
*UI Designer*  
2018 – Present  
  
Roles and Responsibilities

* Conducted stakeholder interviews to discover a range of opportunities for experience improvement.
* Collaborated with product managers, engineers, and cross-functional stakeholders to understand requirements, and provide creative, thoughtful solutions.
* Participated in product development sprints, design workshops and brain storming sessions.
* Illustrated design ideas using storyboards, user flows and sitemap.   
  Created wireframes, and mock-ups with interactions using Sketch and InVision.
* Presented design concepts and deliverables to stakeholders and product team members.
* Defined the core components of the Design System and visual guidelines.   
  Worked closely with development teams to ensure that design specifications are implemented.
* Designed and developed responsive web pages.
* Developed and managed web template using WordPress + divi/Elementor.

Projects I have worked on

BIZVIBE  
 *Web Application & Marketing Website*

Web application to search, shortlist, track & compare suppliers. It has more than 5 million detailed supplier profiles, organized into 300+ categories, spanning across 70+ countries. Also allows user to create professional proposal documents using customizable and ready-to-use templates. bizvibe.com

SPENDEDGE  
*Marketing Website*

SpendEdge is one of the world’s leading procurement market intelligence companies. Across 10+ industries and 800+ subcategories, SpendEdge offers in-depth expertise in the form of ready-to-purchase products and customized solutions. spendedge.com

Accenture Solutions Pvt. Ltd. Bengaluru  
*Senior User Experience Analyst – Team Lead*  
2013 – 2018

Roles and Responsibilities

* Worked more than 40+ projects include mobile. desktop & web applications.
* Participated in strategy and brainstorm sessions with stakeholders, to help articulate and define their goals.
* Collaborated with product managers, engineers, and cross-functional stakeholders to understand requirements, and provide creative, thoughtful solutions
* Helped project managers in the estimation.
* Collaborated effectively with remote and onsite team members.
* Built wireframes and storyboards to conceptualize design.
* Generated heuristic analysis reports on existing experiences.
* Designed screen mock-ups, prototypes and UI design specifications.
* Designed responsive web pages.
* Worked closely with development teams to ensure that design specifications are implemented.
* Created a reusable design library.
* Mentored new joiners.
* Led a team and reviewed the designs and deliverables.
* Took design sessions and workshops for team members.

Major Projects I have worked on

DELTA AIRLINES  
 *Mobile Application*

It’s a mobile application that helps cabin crew members to take the order from the travelers on flight. Users can choose the flight and select a meal from a choice of food categories and pay with debit, credit or cash. (behance.net/gallery/67600501/Delta)

COMMBIZ  
 *iPad Application*

It’s an iPad application used by CommBiz bank sales representative to manage client information and documents.

ACCNETURE STUDIO MANAGEMENT PORTAL  
 *Web Application*

It is a web application for Accenture experience studio. It gives an overview of all the projects under the studio. It also provides employee's details such as profile, skills, project details, assets and licenses and feedback from the project. It is an intuitive application to manage and to track project, people and information.

SINGAPORE TURF CLUB  
 *Kiosk Application*

It’s a KIOSK application is designed for betting in horse races for Singapore TurfClub. End-users have a membership card which can be taped at the KIOSK to access their account and start betting. It helps to improve the customer experience by cutting down their wait time at the counter and reduce manual intervention in betting.

ASCENDAS  
 *Web Design*

Ascendas is one of the leading office space providers in Asia and Australia. This web site provides the complete details of business space. (behance.net/gallery/67599063/Galaxis) (behance.net/gallery/67597375/Ascendas)

And,

PWC, Wolf Blass, NY Metropolitan, Uniliver, MD Anderson Cancer Center, Portland General Electricals, Cisco, Canada Post

Canvera Digital Technologies. Bengaluru  
*Senior Visual Designer*  
2008 – 2013

Roles and Responsibilities

* Created User Interfaces for Desktop and Web Applications.
* Designed Web Templates.
* Wrote HTML/CSS.
* Designed marketing materials, Print Ads, and e-mailers.
* Created logos, icons and infographics.
* Mentored junior designers, gave feedback and guided them through projects.

Major Projects I have worked on

CANVERA COMPOSE  
*Desktop Application*

It’s a desktop application to design photobooks effortlessly, and even order a photobook by simply uploading your pre-designed images.

ICONSOLE  
*Web Application*

It’s a desktop application for handle end to end order processing, payments and reconciliation, and provides a role-based dashboard for all users.