**PHANI**302-444-0935

“A creative, ambitious and result driven UX UI designer who enjoys solving real-world problems. My expertise lies in User-Centered Design, Information architecture, Interaction design and Visual Design – designing interconnected sets of elements to simplify a complex problem. I worked with services-based and product-based companies over 8 years, creating and optimizing products, understanding users, prioritizing features, and making sure design delights customers.”

# PROFESSIONAL SUMMARY:

* Over 8+ years of professional experience as a User experience / Interaction designer with emphasis on user centered design (UCD), User interfaces design, User research, Rapid prototyping, UX testing, and enhancing the user experience of web applications.
* Strong design education background gained through Master of Arts (MA) in Web & Multimedia Design, Bachelor of Fine Arts (BFA) in Graphic, Visual Communications.
* Designing the Information architecture, user interface and user interactions for systems.
* Experience in mobile first and responsive design.
* Designing both low fidelity and high-fidelity prototypes using Axure RP.
* Reviewing business requirements as well as interviewing business users as required to understand their work processes and personal needs.
* Experience working in an Agile/Scrum development process.
* Developing web pages using HTML5, CSS3, JavaScript, jQuery and Bootstrap.
* Expert in Adobe Creative Suite products such as Adobe Photoshop, Illustrator & Dreamweaver.
* Creating storyboards to explain the user experience design flows.
* Delivering solutions through impeccable wireframes, flow charts, mockups, visual designs and clickable prototype using UX software such as Axure, InVision, Sketch and Balsamiq for desktop, tablet, and mobile.
* Strong experience in visual design and thorough understanding on how typography, layout, color and interactivity impact design.
* Analyzing business data and product requirements and transforming into intuitive user experience designs by using critical and analytical thinking.
* Analyzing product requirements using critical, problem solving and strong analytical thinking.
* Proven ability to plan and work independently and collaboratively with team in different time zones.
* Experience in Multi-Platform Usability Testing (Desktop, Tablet, and Mobile) and reporting results.
* Experience in implementing ADA / Web Content Accessibility Guidelines (WCAG).

# TECHNICAL SKILLS:

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| --- | --- |
| **Skills** | **Software & Dev Tools** |
| * + - ​UX Information Architecture     - Personas and Journey Map Creation     - ADA, HIG, and Information Architecture     - User Centered Design     - Visual Design     - Wireframe Design     - Interactive Prototypes     - User Research and Usability Testing     - Heuristic analysis     - Accessibility Standards     - Mood Boards and Storyboards     - Agile Methodologies     - Data Visualization | * + - Axure, Adobe XD, InVision, Sketch, Visio and OmniGraffle     - Adobe Creative Cloud     - Adobe Photoshop CC     - Adobe Illustrator CC     - Adobe InDesign CC     - JBoss Developer Studio     - TFS / Azure DevOps Server     - HTML, CSS, Saas, jQuery and Bootstrap     - Notepad++     - Adobe Dreamweaver CC     - PowerPoint and Keynote     - Microsoft Office and Microsoft Visio |

# WORK EXPERIENCE:

# Client: State of Michigan – MDOT | UI UX Designer / Architect | Lansing, MI | April 2016 – Present

* Design highly usable user interface for applications using a combination of user centered design and agile development methods.
* Directs the overall user experience of interacting with the product being delivered.
* Responsible for designing, setting, communicating, and executing all user interface screens for each business requirement.
* Design both low-fidelity and high-fidelity prototypes using Axure RP and Sketch
* Provide expertise to the project team through applicable design patterns, screen layout decisions, and usability testing.
* Examine and analyze current user(s) flow and process, pain points and desires from a usability and visual standpoint in order to deliver proper solutions.
* Work very closely with the business analyst, technical lead and developers to develop the system information architecture and responsive designs for the user interface during each sprint
* Design the information architecture, user interface and user interactions for systems.
* Review business and technical requirements as well as interviewing business users as required to understand their work processes and personal needs.
* Update web pages using HTML5, CSS3, JavaScript, jQuery and Bootstrap.
* Plan and execute other forms of usability evaluations including informal and formal usability tests.
* Present data in graphical formats using data visualization best practices
* Create storyboards to strengthen the user experience elements across web and mobile platforms.
* Perform multi-platform usability testing for desktop, tablet, and mobile screens.
* Design intuitive and responsive web wireframes optimized for mobile, tablet and desktop.
* Use current best practices and tools such as user profiles and personas; prototyping; heuristic reviews, storyboards, process flows, user flows, and site maps and usability reviews of developed screens
* Apply the American Disability Act(ADA) Web Accessibility Standards to the web applications

**Environment:** JBoss Developer Studio, InVision, Axure, Sketch, OmniGraffle, HTML5, CSS3, Saas, JavaScript, JQuery, Bootstrap, Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe Dreamweaver CS5, Note pad++, Windows 7/Vista, Microsoft Word, Microsoft Excel, Microsoft PowerPoint and Firebug.

# Client: Hewlett Packard Enterprise | Sr. UX Designer | Houston, TX | Feb 2016 – Mar 2016

* Delivered design solutions through wireframes, flow charts, visual designs and prototypes using InVision
* Analyzed business requirements and generating UX wires for review and development
* Designed flow charts and mock ups for web application using Omnigraffle and InVision App
* Analyzed product data with strong analytical, problem solving, and critical thinking
* UX designing for mobile and responsive web applications
* Conducting usability inspections for the designs using cognitive walkthroughs and heuristic reviews methods to identify usability problems in the user interface (UI) design.
* Provided User experience recommendations to the team to make web application user friendly
* Used Adobe Creative Suite, Photoshop, Illustrator and similar creative tools to produce visually alluring and cutting-edge designs and visual content for the websites
* Communicated and collaborated well with software architects and developers in different time zones.
* Developed use cases, usability patterns and workflows

**Environment**: InVision, Axure, OmniGraffle, Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe Dreamweaver CS5, InVision, HTML5, CSS3, JavaScript, Note pad++, Microsoft Word, Agile Methodology, Microsoft Excel and Microsoft PowerPoint.

# Genius Brands LLC | UX / Interaction Designer (Intern) | New York, NY | June 2015 - Dec 2015

* Used Adobe Creative Suite and like products to provide clean, organized diagrams and illustrations to help communicate ideas clearly
* Executed all design stages from concept to final development
* Developed user interfaces across web and mobile platforms and updating websites as needed
* Designed web related material and content, web banners and displays, used for social media pages and online advertising campaigns
* Maintained company website with HTML, CSS and JavaScript
* Designed print advertisements, photo re-touched photographs
* Provided design support for marketing and sales teams as needed

**Environment:** HTML5, CSS3, Saas, JavaScript, jQuery, Bootstrap, Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe Dreamweaver CS5, cognitive heuristics, OmniGraffle, InVision, Axure, Note pad++, Microsoft Word, Microsoft Excel, Microsoft PowerPoint and Firebug.

# Tech Mahindra | Web / Graphic Analyst | Hyderabad, India | June 2013 - June 2014

* Collaborated with the Branding and Marketing team to design mockups and website design prototypes, icons, graphic design elements, style guides and mobile apps and interface elements
* Worked with clients to understand the branding strategies and design goals to define visual design strategy, layout, and features for the web sites/applications design
* Developed visual content for the websites and updated websites using HTML5, CSS3, JavaScript as needed.
* ​Generated team members proficiency in specified skills and knowledge using Skills based Matrix
* Met with clients directly to understand the graphic and web design work requirements and delivered designs to the clients within deadline and received feedback and ratings for the work
* Designed brochures, posters, Illustrations for Solutions marketing, presentations for project proposals, and prepared communication material according to the client requirement

**Environment:** HTML5, CSS3, JQuery, Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe Dreamweaver CS5, Note pad++, Windows 7, Microsoft Word, Microsoft Excel, Microsoft PowerPoint and Firebug.

# Freelance UX Designer | Hyderabad, India | June 2012 - June 2013

* Worked as a Freelance UI/UX Designer and Photographer for various creative projects in India
* Worked with clients to understand their branding strategies and design goals to define visual design strategy, layout, and features for design of web sites/applications
* Designed mockups and design prototypes for websites, icons, Graphic Design elements, and elements for mobile apps/ interfaces using HTML5, CSS3, JavaScript
* Provided design support for client product team by creating graphics and contributed to user interface design for the website when necessary
* Developed visual content for the websites and updated websites as needed

**Environment:** HTML, CSS, JavaScript, JQuery, OmniGraffle, Adobe Photoshop CS4, Adobe Illustrator CS4, Adobe InDesign CS4, Adobe Dreamweaver CS5, Microsoft Word, Microsoft Excel and Microsoft PowerPoint.

# Yell Adworks (Hibu Ltd) | Web / UX / Visual Designer | Hyderabad, India | Dec. 2010 to June 2012

Client:Yellsites (Websites Process)

* Designed Icons, graphic elements for websites, style guides and designing elements for mobile apps/ interfaces using HTML5, CSS3, JavaScript
* Delivering impeccable wireframes, flow charts, visual designs and prototypes for websites
* Created and implemented elegant and functional web site layouts, integration of video, user interfaces and assorted digital collateral across a full spectrum of projects and products, (websites, mobile sites, landing pages, banners, blogs, HTML emails, etc.)
* Maintained high levels of visual creativity in harmony with the hibu brand guidelines
* Provided quality design and ideas that exceeded customer expectations and which delivered high traffic for their business
* Delivered designs for websites and other digital products in a timely fashion

**Environment:** HTML, CSS, JavaScript, OmniGraffle, WebsPlanet, Fatwire, Adobe Photoshop CS4, Adobe Illustrator CS4, Adobe InDesign CS4, Adobe Dreamweaver CS5, Microsoft Word, Microsoft Excel and Microsoft PowerPoint.

# Yell Adworks (Hibu Ltd) | Graphic / Interaction Designer | Hyderabad, India | June 2010 to Dec. 2010

Client:Yellow Pages (Print Process)

* Designed directory ads that delivered high-quality leads to clients from their local customers
* Designed and produced Yellow Page advertisements in accordance with department production and graphic standards and shown demonstrated illustrative skills with rough sketches
* Met company expectations for production volumes and quality performance
* Kept pace with design trends in advertising and graphics, primarily for print advertising
* Contributed ideas and design artwork to the team and Proofread to produce accurate and quality work
* Worked as part of a team with printers, quality control, copywriters, illustrators, other designers, account executives, web developers and marketing specialists

**Environment:** HTML, CSS, JavaScript, WebsPlanet, Fatwire, Adobe Photoshop CS4, Adobe Illustrator CS4. Adobe Acrobat Professional (PDF), Adobe Dreamweaver CS5, Microsoft Word, Microsoft Excel and Microsoft PowerPoint.

# EDUCATION:

# MA – Web & Multimedia Design Dec. 2015

# Touro College Graduate School of Technology | GPA: 3.76/4.0 New York, NY

# MFA - Web & New Media Design Dec. 2014

# Academy of Art University | (Completed 12 credits) San Francisco, CA

# BFA - Applied Arts & Visual Communication Oct. 2013

Jawaharlal Nehru Architecture and Fine Arts University Hyderabad, India

**Arena Animation Academy Design Program** July 2009

Arena Animation Academy (Aptech Ltd) Hyderabad, India

# AWARDS AND RECOGNITIONS:

**Award for Outstanding Work (WOW) for IMS project** – State of Michigan - MDOT

In recognition of the best team player

**State of Michigan Recognition Coins** – State of Michigan - MDOT

Symbols of Excellence, Leadership, Teamwork, and Customer Service for meeting above and beyond normal expectations in the spirit of reinvention

**Arena Pixellence Award Winner for Digital design** - Arena Animation Academy

In recognition of the best talent for digital designs

**Career Advancement Award & Scholarships** - Touro Graduate School of Technology

In recognition for the meritorious performance and accomplishments

**Student Service Award** - Touro Graduate School of Technology

In recognition for taking leadership and supporting students