

Subramanyam B

Email: whynotsubramanyam@gmail.com

Mobile: +1 (405) 355-3873

PROFESSIONAL SUMMARY

- Having around **8** years of extensive industry experience in designing and developing dynamic web pages.
- Proficient experience in Web application development using **HTML5, CSS3, JavaScript, JSON, jQuery, Type Script, ReactJS** and expert knowledge in designing wireframes, dashboards, and the custom components.
- Web - based animated visualizations with JavaScript D3 (data driven documents), AngularJS, ReactJS, Redux, and Ionic, using Functional Programming (FP) techniques.
- Built React JS components library, including **Ag-Grid, Slide-View, and Table Grid**.
- Responsible for creating efficient design and developing User Interaction screens using HTML, CSS3, Bootstrap, JavaScript, Angular 6.
- Enhanced application performance by Angular 6 Component based development in view of future Angular framework transitions.
- Designed and developed compelling PDPs and effective PLPs that effectively communicate product features, benefits, and value propositions to customers and help customers easily navigate and find products based on their search criteria and preferences.
- Expertise with Material UI, Styled Components, Bootstrap and **Media Queries** in developing Responsive Web Design.
- Hands on experience in using **React JS components**, Forms, Events, Keys, Props, Router, Animations, and Flux concept.
- Proficient in User interfaces for entire Web application using jQuery, AJAX, JSON, and Responsive Web Design.
- Hands on experience in developing web page quickly and effectively using jQuery, HTML5, CSS3, Responsive Web Design, Bootstrap and Foundation experience in making web pages cross browser compatible.
- Creating wireframes and mockups for Mobile apps and website.
- Expertise in creating compelling front end user interfaces using UXpin, Axure, Sketch and Adobe Creative Suite, iRise, HTML5, CSS3, JavaScript Libraries.
- Familiar with UX considerations for mobile applications and cross platform compatibility.
- Extensive experience in Mobile App design, creating the mockups and wireframes for the application for the mobile view O Familiar with Adobe Creative Suite and various UI/UX design tools for creating Wireframes and prototyping.
- Developed complete website using just Bootstrap as the design alternative.
- Designed the backbone and structure of the application before the design and development process.
- Skilled in creating innovative designs and interactions, with a passion for good user experience.
- Provided UX services including interpreting requirements, creating concept designs, producing detailed design documentation, and facilitating design walkthroughs.
- Mentored Full Stack and Front-End Developers about UX and Usability to achieve required goals
- Skilled in creating innovative designs and interactions, with a passion for good user experience.
- Experienced with adapting visual designs into dynamic websites. Thorough understanding of web standards and familiarity with current trends in web design and online environments.
- Experienced with designing modifications to web sites for improved user experience.
- Hands on expertise skills include functional programming in JavaScript, front - end design patterns, managing technology, mentoring junior developers, solving difficult UI problems and enterprise grade code quality.
- Experience working on scalable environment in Agile and Scrum Methodologies.

- Experience in Version Control tools like **CVS**, **GIT**, **SVN** and **Clear-Case** for Source Code version management and in deployment platform and coordinating code builds promotions using **Jenkins** and **GitHub**.
- Experience in all phases of software development life cycle (**SDLC**) like Requirement Analysis, Implementation, Maintenance, and extensive experience with **Agile** and **SCRUM**.
- Good communication skills, team player, and self-motivated.

TECHNICAL SKILLS

Design Skills: User Interface, User Experience, Development & Design, graphic design, Responsive Web Design, Visual Design.

UX Design: Wire framing for both Mobile and Desktop based apps, Mockups, Web UX Design, Sketch, UXpin, Visio, Adobe Creative Suite, Visual and Graphic Design principles.

Design Frameworks: Adobe Creative Suite, Sketch, InDesign, Visio, Adobe Illustrator, Axure, Invision

Web Technologies: HTML4/5, CSS2/3, JSON, JavaScript, JQuery, JQuery UI, JQuery Mobile, Angular JS, Angular JS material design, Bootstrap. CMS: WordPress, Processwire

Database: Firebase

Testing: Usability, Accessibility and User Research.

PROFESSIONAL EXPERIENCE

Walmart, Bentonville, AR

UI/UX Designer

Aug 2022 – Present

Project Description:

Walmart is top online and retail marketing company, while our project is about designing the dashboard of different web pages for calculating the store level count of the department, fine line, and items and the suspension of store, department, fine line, and items with respect to the market requirement and location of its operations in different countries Canada, US, UK, China, Chile, Argentina, and Mexico. This application is a systematic tool which uses static information to make automatic PI adjustments and considers few critical factors into account and aids in improving PI accuracy and reducing manual adjustments to provide better ONHAND quantity.

Responsibilities:

- Understanding the business requirements, analyze and implement the technical solution designing the web pages and the components using different UX tools InVision, Sketch, Zeplin, Adobe XD, and Figma.
- Involve in User Research and Usability testing for both Web and Mobile Design for the digital applications.
- Responsible for creating mockups and wireframes for the business requirement after consultation and meeting with the Product Managers. The regular design tools, which I use, are iRise, Sketch, UXpin, Figma and Zeplin.
- Worked on Figma for the design requirements and Mockups.
- Responsible for being the bridge between the UX designers and the core developers.
- Used Figma to create interactive wireframes.
- Highly responsible for designing the dashboard in Figma and coding the User Interface for the Web part of the project using HTML5, CSS3, and JS framework.
- Designed and developed compelling PDPs that effectively communicate product features, benefits, and value propositions to customers using Figma.

- Conducted user research to understand customer needs and preferences and integrated those insights into PDP design.
- Collaborated with cross-functional teams, including product management, marketing, and engineering, to ensure accurate and up-to-date product information on PDPs.
- Improved PDP conversion rates by optimizing page layout, information hierarchy, and calls-to-action.
- Conducted usability testing to identify areas for PDP improvement and iterated on PDP design based on user feedback.
- Using Figma improved PLP conversion rates by optimizing page layout, information hierarchy, and calls-to-action.
- Conducted A/B testing to identify the most effective PLP design and layout and iterated on PLP design based on test results.
- Developed and implemented PLP personalization strategies to provide customers with relevant product recommendations and increase sales.
- Created libraries using Figma with the styles and components according to the business requirement.
- Updated the existing internal libraries using Figma and created a master icon file in Library Modal.
- Mentored multiple teams, business leads, and developers about User Experience and Interaction design for all digital platforms, both for Mobile and Web.
- Responsible for making the Web page user friendly and responsive (RWD) for all the digital platforms, mostly involved with Bootstrap and CSS3 Media Queries.
- Have worked quiet in converting the design files into the HTML/CSS/JS coded pages while making sure the look and feel stays the same.
- Designed and elaborated various screens using HTML, CSS, JavaScript and JQuery for the Web and UX Center Walmart.

Environment: Axure, UXpin, Responsive Web Design, Usability Test, User Research, HTML/HTML5, CSS/CSS3, InVision, Sketch, Zeplin, AdobeXD, and Figma.

JP Morgan Chase, Charlotte, NC
UX Designer

Dec 2021 – July 2022

Project Description:

Web Designer in day-to-day tasks, deliverables and BVI branding. UI Designer for mobile app's streamlined existing content and outdated materials in efforts to create cleaner UI. Conducted customer needs analysis, wireframes, prototyping and user testing. Created online style guide for designers and developers to use as reference. Created and maintained logo usage guide. Collaborated with account managers, SEO department, marketing managers and technology developers on daily basis. Project lead from conception to production. Design and optimize graphics/advertising for the web. Created and designed Logos and Mailers. Troubleshoot tough usability and user experience issues. Managed site updates and maintenance.

Responsibilities:

- Designed dynamic, cross-platform pages using HTML, CSS, JavaScript and with the addition of Bootstrap for a responsive menu navigation interface.
- 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 using Figma.
- Design both low-fidelity and high-fidelity prototypes using Figma, Axure 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 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.
- Updated the existing internal libraries using Figma and created a master icon file in Library Modal.
- Design the information architecture, user interface and user interactions for systems using Figma.
- Review business and technical requirements as well as interviewing business users as required to understand their work processes and personal needs.
- Redesigned the web pages using Figma and updated 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: InVision, Axure, Sketch, Figma, HTML5, CSS3, SaaS, JavaScript, JQuery, Bootstrap, Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe Dreamweaver CS5, Note pad++, Microsoft Word, Microsoft Excel, Microsoft PowerPoint.

At&t, Dallas, TX
Web Designer

Jan 2021 - Nov 2021

Responsibilities:

- Developed web presentation layer using HTML, CSS, JavaScript, ReactJS according to internal standards and guidelines.
- Involved designing mock-ups for mobile web Application (iOS, Android) mostly using Sketch, Figma and Adobe Creative Suite.
- Used Figma to create wireframes for mobile-based applications before the development process.
- Creating Web application architecture by creating User flows. Once the end client approves the architecture the design and development team get to work.
- Created wireframes for Mobile based application on Figma, for the mockups.
- Contacting the clients and working on the UX research and design the prototypes of Figma and eventually converting the look on the HTML/CSS/JS platform.
- Created wireframes for complex user interface designs in both Figma and Illustrator.
- Advocates for the users' experience and a user-centered design approach to feature development O Evolves and matures UX design & engineering approach within an agile development organization
- Enhanced the design workflow by introducing Figma, Axure and Invision which allowed for quicker results of prototypes for testing.
- Established a mobile experience plan for content creation
- Responsible for design the web pages from mockups and Wire framing mostly using Axure.
- Created early prototypes, wireframes, user flows and user interactions according to the client instructions. Heavy p to the visual design

- Communicated with the FRS clients for product design.
- Responsible for creating efficient design and developing Graphic User Interaction screens using HTML5, CSS3, JavaScript and Bootstrap.
- Written controllers and components that are responsible to hold model data, call back functions and for rendering views
- Used Bootstrap to show and hide classes for different and grid classes to create RWD.
- Developed data insertion forms and validated them using JavaScript.
- Used jQuery to make the HTML and CSS code interact with the JavaScript functions to add dynamism to the web pages at the client side.
- Closely worked with Business analyst to understand the technical requirements of the projects.
- Responsible for developing cross browser compatible application and hence worked on different browsers like Safari, Internet explorer, Firefox and Google chrome.
- Used Agile (SCRUM) methodologies during project development.
- Used JIRA for Project tracking.
- Implemented chained select plugin for jQuery with JSON processing and callback feature, chain multiple selects with ease.
- Used Safari web inspector and chrome developer tools for debugging
- Involved in all stages of Software Development Life Cycle.
- Used GIT for version controlling.

Environment: Figma, Axure, Sketch, Illustrator, HTML5, CSS3, JavaScript, JQuery, Bootstrap, AngularJS, Bootstrap, JQuery UI, RWD (Responsive Web Design), Wire framing for mobile design.

IPRISM TECHNOLOGIES, HYD

UI Developer

Nov 2018 - Nov 2020

Responsibilities:

- Developed a web application by using Angular4 as front-end by using Web API to receive and pass data to back-end
- Used Angular-CLI for initializing and for project setup with scaffolding features
- Designed and developed web pages using with HTML5, DHTML, XHTML, CSS3, Ajax, based on the W3C standards and Web 2.0
- Built Angular 4/2 components, UI services to consume rest services using Component based architecture provided by Angular 2
- Implemented Angular 4/2 component router for navigation, Angular 4/2 services to connect the web application to back-end APIs made use of ES6 features
- Generated responsive data tables using with Bootstrap grid system
- Implemented Angular, Bootstrap, LESS, and many JQuery plugins wrapped in Angular directives
- Used Nodejs for adding dependencies to project
- Wrote application-level code to interact with backend and consume the JSON by using RXJS Observables
- Designed and modified User Interfaces using CSS and Angular
- Worked closely with business-side clients to deliver attractive, easy-to-understand screens that appropriate reflected the company's fulfillment workflow
- Performed code review and code quality check process
- Followed Agile Methodology for the complete life cycle of the project and partook in daily stand-up meetings

- Configured typescript application through tsconfig file for various purposes like transpiling, debugging, tracing, generating separate folder for distributable etc.
- Used Filters to change modify data
- Committed code change into repository by using version control tool Git
- Implemented Services to store shared data between sibling components and inject into it for passing data purpose
- Transferred data between parent and child components by using @Input and @Output
- Used Node Package Manager (NPM) to import and applications
- Worked with task runners like Gulp in deploying and testing the application
- Created Images, Logos and Icons that are used across the web pages using Adobe Flash and Photoshop
- Interacted with other developers and end users to design and implement new features throughout the framework.

Environment: Javascript, HTML, CSS, Ajax, Bootstrap.JS, JQuery, Java, Spring, Hibernate, Struts, PL\SQL, Oracle, DB2, Soap, Visual Studio, Eclipse, Websphere, CVS, SVN, Selenium, Waterfall, AWS, JSP, Servlet, JSON, XML, Jira, Linux, Hipchat

KTREE COMPUTER SOLUTIONS, HYD

Jr. Web Developer

Aug 2015 - Oct 2018

Responsibilities:

- Developed the User Interactive web pages in a professional manner using web technologies like HTML, XHTML and CSS based on the W3C and ADA standards.
- Fixed the HTML errors in site core content editor.
- Developed client-side validation code using JavaScript and jQuery.
- Front-end GUI development using browser friendly JavaScript, AJAX, CSS, jQuery.
- Designed dynamic client-side JavaScript, codes to build web forms and simulate process for web application, page navigation and form validation.
- Worked on applying UI Principles and Human Factors Principles and Factors for all the web and application products of CDC both Internal and external domains.
- Ongoing new requirements gathering and updating on regular basis.
- Played a programmer role in UI design and development of the front-end architecture.
- Gathered the data from the backend using AJAX and jQuery, JSP.
- Involved in using React JS components, Forms, Events, Keys, Router and Flux concept and in building stable React components and stand-alone functions to be added to any future pages.
- Used SVN for code repository and version control.
- Participated in Code review and Quality Assurance. Automated the functionality and interface testing of the application using Quick Test Professional (QTP).

Environment: HTML, CSS, Adobe Photoshop, JavaScript, jQuery, AJAX, XHTML, GUI, ReactJS, SVN, MYSQL, Usability Testing.

EDUCATION:

Bachelor's in computer science Engineering from Lakireddy Bali Reddy College of Engineering, India (2013)

Master's in computer science from University of Missouri – Kansas City, USA (2022)