

HELLO, I'M A

UI & UX Designer

Product Designer, Artist, Illustrator
Brand/Graphic Designer

Interested in concept ideation, prototyping,
visualization, user interface and experience.

SHRIKANTH ACHAR K



ABOUT ME

I'm a seasoned product designer with over **14 years** of experience in UI & UX design. My creative spirit is fueled by a deep passion for art and painting, which greatly influences my approach to crafting visually captivating and user-friendly designs.

With a strong foundation in front-end coding for web and mobile development, I possess a unique ability to evaluate **what fits well** in the UI/UX bucket.

I thrive on transforming complex challenges into simple, intuitive solutions. Let's collaborate on crafting exceptional digital experiences that leave a lasting impression.

EXPERIENCE (14 years)

Wongdoody Infosys Ltd, Bangalore.

Sr. Lead - User Experience Designer

September 2016 - Present (**8 yrs**)



HCL Technologies, Chennai.

Lead Engineer

February 2015 - September 2016 (**2 yrs**)



Thomson Reuters, Mangalore.

Engineer - Development

August 2010 - February 2015 (**4 yrs**)





SKILLS

User Research

Understand | Analyze | Plan | Conduct

Information Architecture

Organize | Label | Navigate | Locate | Identify

User Flow

Executing certain tasks in the simplest possible way.

Wireframing

Blueprint | Interface | Interaction | Gray scale | Boxes

Prototyping

Simulate | Interaction | Test | Iteration | Refinement

Mockups

Creating realistic visual model of a final application.

Usability Testing

Usability | Effectiveness | Pain points | Improvements

Interaction Design

Micro-interactions | Motion design | User flows

Visual Design

Colors | Typography | Imagery | Iconography | Layout

Illustrations

Onboarding | Branding | Story telling | Visual appeal

UI Coding/Development

HTML | CSS | Javascript | jQuery

Soft Skills

Collaboration | Communication | Leadership

Business Acumen

Knowing how business operates | User-centric

Customer Service

Active-listening | Adaptability | Problem-solving





TOOLS

Design and Prototyping:



Sketch



Figma



Adobe XD



InVision

Graphic Design:



Adobe
Illustrator



Inkscape



Adobe
Photoshop



GIMP



Krita



Canva

Collaboration and Workshops:



Miro



Mural



Confluence

DOMAINS

- Order Management
- Finance and Banking
- IT Services
- Enterprise Resource Planning
- Remote Work & Collaboration
- Stock Market Applications
- Networking
- Software development
- Health and Healthcare
- Customer Service & Support





PROJECTS

Order Management System - World's leading luxury car manufacturer

The project is a holistic transformation program which aims to harmonize and redefine the way company operates its sales organization today across all sales levels, systems and regions. It is an ambitious program which envisions digital transformation by harmonizing the global processes, IT landscape and services.

Roles & Responsibilities

- Conducted **workshops** with the PO's and users to understand the product and **requirements**, gathered insights, and created user-centric solutions.
- Used a comprehensive **design system** to maintain the consistency across all the other cluster products. Created the **high-fidelity mockups** considering usability, accessibility, and **interaction design** principles.
- Collaborated with the development team in parallel in the **agile** mode. Cleared their doubts and guided them using my **coding knowledge**.

Value Added

- The product's excellence allowed users to **seamlessly use** the application and gain **widespread acceptance** in all marketplaces.

Remote work & collaboration - Government body of a European country

The application facilitates seamless collaboration for employees, enabling them to work in a hybrid mode by reserving office slots on specific days of the week. This sophisticated app efficiently manages a large workforce, empowering them to collaborate with their teams & effectively organize tasks.

Roles & Responsibilities

- Developed a **user-centric** design, addressing their needs, while curating an extensive **asset library** benefiting fellow designers and developers. Delivered a **responsive design** for various devices considering **accessibility standards**.

Value Added

- The product **increased the number** of employees working from office on regular basis, easily book slots and **collaborate** with their teams.





PROJECTS

Banking & Finance - Proprietary product of the top Indian MNC

The product offers digital banking capabilities to banks through a core banking solution. One of its features is the Customer Information File (CIF), which is a computerized record storing personal and account details, including credit relationships, account ownership, account types and so on.

Roles & Responsibilities

- Delivered wireframes, conducted **usability testing**, analyzed feedback, and iterated designs based on user insights and data-driven feedback.
- **Mentored** and **provided guidance** to junior designers, fostering a collaborative and innovative design culture within the team.

Value Added

- The product's intuitive design contributed to its success by **appealing to a broader market**, thereby **boosting** the firm's **business**.

Enterprise Resource Planning - Leading multinational logistics company

The port has vast manpower resource working on various port operations such as Heavy Lift Operations, Crane Operations, Lashing and so on. It is a tedious task to manage and deploy the workforce for numerous operations. There was a need for web app for Planning Engineers to ease deployment based on skills.

Roles & Responsibilities

- Conducted **user research** and **usability testing**. Collaborated with product managers, other stakeholders to ensure designs meet business requirements.
- As I remain updated about the **latest industry trends**, **best practices**, and emerging technologies in UI/UX design, actively promoted their incorporation into the design process.

Value Added

New design made it **easy for experienced** and **inexperienced** users to navigate the complex system effortlessly. Bagged **additional projects** from clients.





PROJECTS

Service Chatbot - UK based multinational alcoholic beverage company

Redesigning the entire UX framework of the service chatbot for the IT service sector with proper user interface for the user flows and visual hierarchy for the application throughout the product.

Roles & Responsibilities

- Conducted the **heuristic evaluation** of the existing chatbot, listed down the findings and conducted workshops to understand user requirements.
- Provided new design for the chatbot which intuitively communicates with the users suggests solutions and solves their problems.

Value Added

- Due to the successful delivery of the project, clients were highly satisfied with the deliverables. We secured a couple of **additional projects** from the client.

White Paper - World's leading insurance broker and risk advisor

The firm had a large technical department working for their products. There was a need for a comprehensive technical white paper document comprising of the software frameworks such as Artificial Intelligence, Data Visualization and so on. Also required a new logo for the framework documents.

Roles & Responsibilities

- Conducted regular meetings to understand the framework flow and come up with expressive **visual diagrams**.
- Created a **new logo** which suites the technical document as well as the company brand.

Value Added

- The framework document was **well received by the technical staff** due to its clear and concise explanations, accompanied by diagrams that effectively simplified complex concepts.





CERTIFICATIONS

- Centre for Complexity, Strategic Design Thinking (May 2023)
Rhode Island School of Design(RISD)
- **2D Animation** certification course of duration 30 days - scored grade above **90%**
Conducted by NMAMIT Institute of Technology, Nitte



ACHIEVEMENTS

- Certificate of honor for invaluable contribution towards support on **enabling learning** at Infosys design unit during 2018-19.
- Letter of **recognition and gratitude** from the **multinational digital communications technology company** for the exceptional effort put on delivering the product.



EDUCATION

Bachelors in Engineering (Information Science), NMAMIT Nitte (VTU)

INTERESTS

- Sketching & Painting
- Digital Art
- Sculpting & Craft
- Rangoli Art
- Football & Badminton
- Body building





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PORTFOLIO & OTHER LINKS

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