

K DEEPAK MADHANA RAJ

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Portfolio: kdeepakraj.in

Synopsis: 14+ Years of experience in User Experience design & User Interface. Have Created Mobile and Desktop Applications using Design Thinking and UCD Process, Primary research tools like Persona, Empathy map, UJM, IA, Mind Map, Wireframe and Prototype. I also follow Interaction Design Principles to create UI.

Mphasis, Chennai.

Delivery Project Lead, March 2021 – March 2022

Used Design Thinking, User Journey, Persona, Information Architecture and Wireframes for projects I have worked. I have worked on projects Lombard E-sign, Price Forbes Insurance and HP Print Design, where I designed user workflows for HP printer control panels.

Wipro Technologies, Chennai.

Technical Leader (UX/UI Designer), Dec 2012 – June 2019

- Created UX/UI for Responsive Websites, Created Hybrid Mobile Apps and Desktop applications.
- My role was to understand Users, participate and represent on behalf of users, in Design workshop with stakeholders from Business, Product Owners, Developers and QA.
- I followed Design Thinking Process and created User Journey map, contextual use scenarios, Situational Empathy Map, Personas, Defining Problem Statements, Mind Map, Task Flow, IA, Design Principles, Paper Prototype, Wireframe and Interactive Prototypes.
- Created Design System and Visual Designs.

CSC & PayPal, Chennai.

User Interface Designer, Sep 2006-May 2012

- Involved in Marketing, Global Ops and Risk projects within PayPal.
- Accountable for Usability Analysis / Expert Reviews, User Interface designing, User Experience Designing, User Interaction Designing, Information Architecture, User Centre Design (UCD).
- Focus on creating wire frames/Mock-ups, brand identities, HTML & CSS Prototyping, Usability Testing, writing user interface standards & specifications and render user interface design for web-based projects including dashboards, widgets and products besides updating UI based on changing requirements. And creating flowcharts, screen mock-ups and interface design specifications.

Education

- M. Sc (IT), Madras University, 2005
- Diploma in Civil Engineering, 1999

Personal Details

Date of Birth: 15th May 1978

Reference Available on Request.

Tools used to create Artifacts

Figma
Adobe XD
Adobe Photoshop
Adobe Illustrator
Adobe Dreamweaver
Balsamiq
Invision
Zeplin

Programming Languages

Html
CSS
Intermediate JavaScript
Bootstrap5

Projects I have worked during my tenure at Wipro

Dubai Customs (UX/UI)
USLBM (UX/UI)
Manpower Consulting (UX/UI)
Wipro Promax (UX/UI)
USBank (Heuristic Evaluation)
Shell Chemicals (UX/UI)
Citibank (UI)
Best Buy (UX)
Qatar Airlines (UI)

Worked for PayPal Internal Projects for Domains such as,

Marketing Domain
Global Domain
Risk Domain

Certifications and Training,

Design Thinking Training from Wipro, Chennai.

Human Factors International Training on Usability Certified Analyst, Bangalore

Diploma in Painting 2020-2021, Tamil Nadu Dr. J Jayalalithaa Music and Fine Arts University & Dessin Academy.

Diploma in Multimedia from Image Institution, 2004