

K DEEPAK MADHANA RAJ

Lead UX/UI Designer

Lead UX/UI Designer with 14 years developing innovative, approachable user experience frameworks for customer facing and client facing products developed for Mobile and Desktop Applications . Skilled at diverging from UX norms without alienating users. Ceaselessly focused on user-centric design decisions. Accomplished at creating wholly new frameworks that feel completely familiar to ease user adoption.

Contact

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Skills


Figma  Very Good

Adobe Illustrator  Good

Adobe Dreamweaver  Good

Balsamiq  Good

Adobe XD  Excellent

Zeplin  Good

Work History

2021-03 -
2022-03

Delivery Project Lead

Mphasis, Chennai(Remote)

- Worked on projects Lombard E-sign, Price Forbes Insurance and HP Print Design
- High customer satisfaction while using the Lombard E-sign. Increased online signature e-sign by 20% instead of manual wet-sign.
- Collaborated with Business Analyst, Client, Developers and Architects during design thinking phases, Empathize, Define, Ideate, Prototype and Test phase to gather requirement, understand users and technical constraints.
- Used Design Thinking Methods, Problem Statement, Empathy Map, Customer Journey Map, Persona, Information Architecture, Interaction Design and Wireframes for projects I have worked.
- Identified issues, analyzed information and provided solutions to problems.
- Worked closely with UX and product teams to define visual and functional requirements.
- Used wireframes, mock-ups and prototypes to establish user interface design and architecture.
- Created plans and communicated deadlines to complete projects on time.
- Developed and implemented performance improvement strategies and plans to promote

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| Design Thinking, Problem Statement, Design principles | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Empahty Map, Persona, Customer Journey Map, Context mapping | <div><div></div><div></div><div></div><div></div><div></div></div> <div>Very Good</div> |
| Mind map, Task Flow, Information Arcitecture, Card Sorting | <div><div></div><div></div><div></div><div></div><div></div></div> <div>Very Good</div> |
| Interaction Design, Low/ High Wireframes, Prototype, Heuristic Evaluation | <div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div> |
| Html, CSS, Intermediate JavaScript, Bootstrap5 | <div><div></div><div></div><div></div><div></div><div></div></div> <div>Good</div> |
| Adobe Photoshop | <div><div></div><div></div><div></div><div></div><div></div></div> <div>Very Good</div> |
| Visual Design and Design System | <div><div></div><div></div><div></div><div></div><div></div></div> <div>Very Good</div> |

2012-12 - 2019-06

- continuous improvement.
- Proved successful working within tight deadlines and fast-paced atmosphere.

Technical Leader (UX/UI Designer)

Wipro Technologies, Chennai

- Created UX/UI for Responsive Websites, Created Hybrid Mobile Apps and Desktop applications
- Role was to understand Users, participate and represent on behalf of users, in Design workshop with stakeholders from Business, Product Owners, Developers and QA
- 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.
- Used critical thinking to break down problems, evaluate solutions and make decisions.
- Led projects and analyzed data to identify opportunities for improvement.
- Worked closely with UX and product teams to define visual and functional requirements.
- Used wireframes, mock-ups and prototypes to establish user interface design and architecture.
- Devised site maps and mockups for designs based on proven methodologies and end-user feedback.
- Converted abstract ideas and requirements into user personas and storyboards.
- Collaborated with teammates to deliver valuable features meeting business and customer needs.
- Built functional web applications prototype using Intermediate JavaScript, HTML and CSS.

2006-09 - 2012-05

User Interface Designer

CSC & PayPal, Chennai

- 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.
- Communicated with product managers and UX designers to translate project requirements and business objectives into polished user interfaces.
- Drove UI requirements through to implementation, complete with accurate sizing estimates and task breakdowns.
- Worked with design teams, project managers and business analysts to create intuitive and easy-to-use software.
- Built functional web applications prototype using Intermediate JavaScript, HTML and CSS for more than 15 projects and collaborated with onsite User Researchers who conduct Usability Testing with real users.

**2004-10 -
2006-08**

Associate Web Designer

*DigitalThink & Convergys Learning Solutions,
Hyderabad*

- Involved in creation of e-learning courses using Adobe Flash, Adobe Photoshop and used version control for maintaining files.
- Adhered to style guide (Design System) for each e-learning courses.
- Created user interface based on functionality & requirements as well as development of style guide and checklist for the development team

- Created Mock-ups for screen designs prior to production.
- Learned new skills and applied to daily tasks to improve efficiency and productivity.
- Developed and implemented performance improvement strategies and plans to promote continuous improvement.

**2003-05 -
2004-09**

Media/ Graphic Designer

Sify/Element K, Chennai

- Designed website layouts, templates and unique branded looks.
- Worked with clients to gather and define requirements, establish scopes and manage project milestones.
- Created designs and collaborated with technical team to complete projects.
- Involved in creation of graphical elements for courseware using Flash and Photoshop as well as development of simulations for Adobe and Microsoft e-learning courses.
- Worked on Cisco Certification e-learning courses (Animations/Template Development).
- Created broad range of work using various design techniques.
- Applied knowledge of production to create high-quality images.
- Employed design fundamentals when selecting typography, composition, layout and color in design work.
- Applied creative expertise to present marketing concepts.

Education

**2020-01 -
2021-06**

Diploma: Painting

*Nadu Dr.J Jayalalithaa Music And FineArts
University - Chennai*

**2010-01 -
2010-01**

HFI Training On Usability Certified Analyst: Human Computer Interaction

Human Factors International - Bangalore

2003-04 -
2005-03

M. Sc. Information Technology: IT

Madras University - Chennai

2000-03 -
2003-03

BCA: Computer Applications

Madras University - Chennai

2003-11 -
2004-02

Diploma: Diploma in Animation And Post Production

Image Institution - Chennai

1996-03 -
1999-06

Civil Engineering

Swamy Abedhanandha Polytechnic - Kanchipuram District, Tamil Nadu

Accomplishments

- Won third price in the Creative Jam Contest conducted by Adobe in Wipro. Presented Shopping product idea by creating prototype using Adobe XD.
- Won PayPal award for best employee of month during the year 2006 and 2007.
- Won PayPal Hackathon award for presenting the idea for credit card usage by family members(parents and kid) in 2008. How to link credit card and how to monitor kids credit card usage by parents.
- Achieved high user satisfaction on completing the task to create declaration form and generate QR code with accuracy and efficiency for Dubai Customs I-Declare project.
- Resolved product issue through consumer testing.
- Collaborated with team of 7(Visual Designer, Developers, Business Analyst, Developers) in the development of USLBM Project.