K Deepak Madhana Raj

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For Portfolio visit Website: https://www.kdeepakmraj.com

Synopsis: 11+ Years of experience in User Experience design & User Interface, Web Designing and Graphics Designing

- Define interaction models, user task flows, and UI specifications. Communicate scenarios, end-to-end experiences, interaction models, and screen designs to stakeholders.
- Have created end to end UX for Hybrid App (Cordova application Mobile and Tablet App) and supported the front-end team to maintain the consistency of the UI and the flows.
- Worked on one UX Project based on Agile Methodology.
- Created Information Architecture (Navigation, Labels and Organizing content.) for websites.
- Created Ux Strategy based on User requirement and Business Requirement.
- Implemented Ux for product based on Salesforce lightning design system framework
- Develop and maintain design wireframes, mockups, and specifications as needed.
- Designed interfaces for Responsive Websites which were developed using Bootstrap and FlexboxGrid frameworks.
- Incorporated visual identity for all the project such as UI Elements, Grid Layout, Form Layout, Color, Typography and Icons
- Created Icons and Images for mdpi, hdpi, xhdpi, xxhdpi, xxxhdpi screen pixel densities.

Professional Experience

WIPRO TECHNOLOGIES

UX/ UI Designer, Dec 2012 – June 2019

- **Dubai Customs (IDeclare App)** – I was involved in designing Hybrid app for IDeclare App, where travelers can declare their goods before entering or leaving Dubai. I was involved in requirement gathering, UX Strategy, creating Personas, Interaction Design and Task Flow and collaborate with developers to integrate the designs.
- **USLBM** – I was involved in designing Hybrid app for USLBM, which is a leading building material distributor across USA. The users can place order and track orders by using the Android/Ios app. The app is built based on Cordova and Ionic framework using Html5, CSS3 and JavaScript. I interacted with the stakeholders directly to collect the requirements and collaborate with developers and QA to integrate the designs.
- **Shell Chemicals Customer Portal** – I was responsible for re-designing the Shell Chemicals Customer Portal delivered based on Agile SDLC. The users can place order based on their location and availability of chemicals. I lead the UX work, producing deliverables and presenting ideas to the stakeholders and worked closely with business Analyst and developers. The Application was developed using Salesforce Lightning Design System.
- **Manpower Consultancy (Manpower.com and Experis.com)** – I was involved in designing Responsive Website Design for Manpower Consultancy, a leading recruitment portal. The site was created using Bootstrap css framework. The users can sign up and start searching for jobs. I designed the screens based on RWD and interacted directly with stakeholders and collaborated with developers to integrate the design.
- **ABB, Switzerland** – Responsible for creating for wireframes and visual mockups for their Scorecard application. The objective was to build a scorecard tool, which is used to easily manage and automate the scorecard creation process. The tool was built on SharePoint platform.
- **Wipro Promax** - I was responsible for the re-designing the Promax TPM tool which is used to Planning, Tracking & Managing promotions through an Intuitive interface. I lead the UX work, producing deliverables and presenting these to the Stakeholders and worked closely with Business Analyst and Developers.
- **Qatar Airlines** - The Prime responsibility is to apply the usability and user experience principles for the application and understand the functional requirements. Once the requirements were finalized, I created the UI designs, mockups, prototypes, and simulations.

CSC&PayPal
Html/Css Protoyper and Interaction Designer, Sep 2006-May 2012

Responsibilities:
- Accountable for Usability Analysis / Expert Reviews, User Interface designing, User Experience Designing, User Interaction Designing, Information Architecture, User Centered Analysis & Design.
- Focus on creating wire frames/Mockups, 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.
- Liaise with marketing, product management & product development during design stages.
- Involved in identification of user needs & business requirements as well as communication of design deliverables like specifications, templates, storyboards, wireframes, and mock-ups.
- Develop HTML prototypes & UI deliverables, wireframes, flowcharts, screen mock-ups and interface design specifications. Involved in Marketing, Global Ops and Risk projects within PayPal.

DIGITALTHINK / CONVERGYS LEARNING SOLUTIONS, Hyderabad

Associate Web Designer, Oct 2004 – Aug 2006

Responsibilities:
- Involved in creation of user interface based on functionality & requirements as well as development of style guide and checklist for the development team. Created Mockups for screen designs prior to production.
- Tested courseware in various browser platforms apart from analyzing tasks and testing for consistency and errors.
- Worked on Novartis, Nokia, GSK & ADP custom based E-learning courses and SAKS Retail management course.

SIFY / ELEMENT K INDIA, Chennai

Media/ Graphic Designer, May 2003 – Sep 2004

Responsibilities:
- 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).

Education

- M. Sc (IT), Madras University, 2005 (Distance Education)
- BCA Madras University, 2005 (Distance Education)
- Diploma in Multimedia from Image Institution, 2004
- Diploma in Civil Engineering, 1999
- Trainings:
  - Training from HFI on Usability Analyst, Human Factors International
  - User Experience (UX): The Ultimate Guide to Usability
  - Creative Mentorship Program
- Technical Skills:
  - Languages: Html, CSS, Bootstrap4, Intermediate Javascript.
  - Tools: Photoshop, Adobe XD, Figma, Dreamweaver, InDesign, Illustrator and Balsamiq.

Personal Details

- Date of Birth: 15th May 1978
- Reference Available on Request