

# 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

### Website

<https://kdeepakraj.in>

### Address

Chennai, India 603103

### Phone

+91 7358366652

### E-mail

deepakmadhanaraj@gmail.com

## Skills

Figma  Very Good

Adobe  
Illustrator  Good

Adobe  
Dreamweaver  Good

Balsamiq  Good

Adobe XD 

## Work History

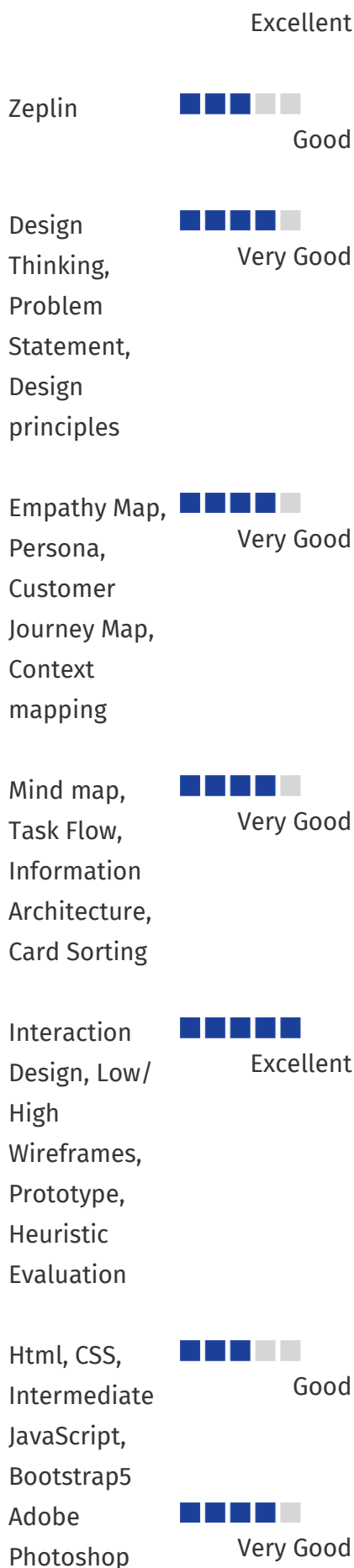
2021-03 -

2022-03

### Delivery Project Lead

Mphasis, Chennai(Remote)

- 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.
- Developed and implemented performance improvement strategies and plans to promote continuous improvement.
- Proved successful working within tight deadlines and fast-paced atmosphere.



2012-12 -  
2019-06

## 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 Jayalithaa 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.