K Deepak Madhana Raj

Contact: +91 7358366652 **Email:** bkdeepakraj@gmail.com
Portfolio: deepakmraj.in

Bringing over 16.5 years of expertise in UX and UI, Web Design, e-learning. I specialize in crafting mobile and desktop applications through the application of Design Thinking and User-Centered Design (UCD) principles. Proficient in tools such as Personas, User Journey Maps, and Wireframes, I focus on developing designs centered around user needs. My approach combines user psychology with creative thinking to ensure a seamless user experience. In my role as a former Project Delivery Lead at Mphasis in Chennai, I seamlessly integrate design proficiency with effective leadership.

Freelance, Product Designer.
April 2022 – Present. Remote.

- Independently manage multiple freelance projects simultaneously, including client communication, project planning, and execution to ensure timely delivery and client satisfaction.
- Utilize design thinking methodologies and user-centered design principles to create innovative and user-friendly product designs, collaborating with clients to understand their requirements and objectives.

Mphasis, Chennai.
Delivery Project Lead, March 2021 – March 2022

- Led Design Thinking sessions, User Journey Mapping, and Personas development for various projects, including Lombard E-sign, Price Forbes Insurance, and HP Print Design.
- Played a pivotal role in gathering requirements, engaging with stakeholders, and conducting comprehensive user research activities.
- Designed user workflows, particularly for HP printer control panels.

Wipro Technologies, Chennai.
Technical Leader (UX/UI Designer), Dec 2012 – June 2019

- Designed UX/UI hybrid mobile apps, desktop applications and for responsive websites.
- Acted as a user advocate, actively involved in gathering requirements, engaging with stakeholders, and leading user research activities.
- Applied the Design Thinking process, creating User Journey maps, contextual use scenarios, Situational Empathy Maps, Personas, Problem Statements, Mind Maps, Task Flows, IA, Design Principles, Paper Prototypes, Wireframes, and Interactive Prototypes.
- Established a Design System and Visual Designs.
- Emphasized conversion optimization strategies, enhancing user engagement and site/app usage.

Tools used to create Artifacts

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

FrontEnd
Html
CSS
Intermediate JavaScript
Bootstrap5

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

Projects I have worked
Lombard Insurance
HP Print
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)
PayPal Campaign Management

PayPal, Chennai.
User Interface Designer, June 2006-May 2012

- Led Usability Analysis, User Interface design, User Experience design, User Interaction design, Information Architecture, and User-Centered Design (UCD) efforts.
- Focused on requirements gathering, stakeholder meetings, and extensive user research activities. Contributed to marketing, Global Ops, and risk projects at PayPal.
- Authored user interface standards and specifications, adapting the UI based on evolving requirements.
- Created flowcharts, screen mock-ups, and interface design specifications.
- Introduced innovative tools and methodologies, fostering a culture of creativity and efficiency in prototyping.
- Led collaborative prototyping workshops, aligning design concepts with both user needs and business objectives.
- Prioritized a user-centered approach, incorporating feedback from testing to refine and optimize prototypes.
- Mentored team members, enhancing proficiency in prototyping techniques and contributing to project success.
- Pioneered advanced prototyping techniques using HTML, CSS, and intermediate JavaScript for the UX Research Team at PayPal.

Associate Web Designer, 2004 – 2006
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.

Media/ Graphic Designer, 2003 - 2004
Sify/Element K, Chennai

- Worked with clients to gather and define requirements, establish scopes and manage project milestones
- Created designs and collaborated with technical team to complete projects. Created Mock-ups for screen designs prior to production.
- 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.

Education

M.Sc (IT), Madras University, 2003-2005.
BCA, Madras University, 2000-2002.
Diploma in Civil Engineering, 1996- 1999.

Personal Details

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