

# K DEEPAK MADHANA RAJ

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Portfolio: <https://www.kdeepakmraj.com>

**Synopsis:** 10+ Years of experience in User Experience design & User Interface, Web Designing and Graphics Designing. My total work experience is 15+ Years.

## Freelancer

### UX/ UI Designer, June 2019 – November 2020

I was working as a freelancer UX/UI designer for few Mobile and Desktops applications projects. Involved in creating end to end User experience and involved in creating visual designs and few data visualizations projects.

## 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.

## 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 Center 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.

## DigitalThink / Convergys Learning Solutions, Hyderabad

### Associate Web Designer, Oct 2004 – Aug 2006

- Involved in creation of e-learning courses using Adobe Flash. Created 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 analysing tasks and testing for consistency and errors.
- Worked on Novartis, Nokia, GSK & ADP custom based E-learning courses and SAKS Retail management course.

## Tools used to create Artifacts

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

## Programming Languages

- Html
- Css
- Intermediate Javascript
- Bootstrap4

## 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 Multimedia from Image Institution, 2004
- Currently Pursuing Diploma in Painting 2020-2021 Batch, Dessin Academy.

## Sify / Element K India, Chennai

### Media/ Graphic Designer, May 2003 – Sep 2004

- 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).
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## Education

- M. Sc (IT), Madras University, 2005 (Distance Education)
- BCA Madras University, 2003 (Distance Education)
- Diploma in Civil Engineering, 1999

## Personal Details

Date of Birth: 15th May 1978

Reference Available on Request.