

Vamsi Krishna Batchu

vamsibatchuk@gmail.com | +14049062645
2399 Parkland Drive, Apt 1230, Atlanta GA 30324
www.vamsibatchu.com

Career Summary

- User Experience (UX) Designer with 3+ years of experience designing engaging and user-friendly interfaces for native and web applications for both desktop and mobile. Currently working on a collaboration project with **LinkedIn** Corporation. I have immense passion to transform complex problems into simple and elegant solutions.
 - Experienced in designing & developing iOS and Android ,IoT Applications.
 - Experienced in conducting **User Research** activities, including heuristic reviews, usability testing, competitive product analysis, gathering web metrics data, field research, quantitative surveys, user interviews.
 - Experienced in **UCD** methodologies **Lean UX** strategies such as Personas, Storyboards, User flows, Site maps, Process flows, Wireframes, Interactive Prototypes, Functional specifications, Heuristic evaluations, A/B Testing and Usability Testing.
 - Solid proficiency with a variety of **Rapid Prototyping** and Interaction design tools (Axure, Omnigraffle, Sketch, Adobe Creative Suite, InVision, Marvel , Prototipie , Zeplin, Just in Mind, Framer, etc.).
 - Lead User discovery and Stakeholder workshops
- Front end developer with experience on HTML/UI, rich user interface design, development, documentation, web 2.0 specifications, standards, media (screen, mobile, touch interface) compatibilities, application architecture and visual design.
- Experience in **Web Application Development** using HTML5, CSS3, JavaScript, Backbone.JS , JSON, JSF validators, JQuery,RequireJS, Angular JS, Node.js, GIT, SVN and DOM and PHP.
- Extensively worked on various software methodologies such as LEAN, Agile, and Scrum.

Portfolio & Work www.vamsibatchu.com

Education

- **Georgia State University, Atlanta GA** *Aug 2017 - Present*
Masters in Computer Science **GPA 3.83**
- **SRM University** *Aug 2011 - May 2015*
Bachelor's of Science, Computer Science & Engineering **CGPA 4.0**

Technical Skills

- **User Experience** : User Research, Ideation, User Stories, Personas, Scenarios, Story Boards, Empathy Maps, Mood Boards, Site Maps, Mental Models, Process Diagrams, Task Grids, User Journeys, Content Audit, Metrics Analysis, Quantitative Survey, Information Architecture, Wireframing and Mock ups, Visual Design, User Interface and Usability testing, Heuristic Analysis and Evaluation.
- **Design** : Adobe Creative Suite, Invision, CRM Dashboards, Sketch, Just in Mind, Adobe XD, Axure RP, Zeplin, Prototipie, Balsamiq Mockups, Omnigraffle, Principle (Animation), Unity3D (Game Development), VR Kit, iOS, Android.
- **Web Development:**
 - **Front End** : HTML, CSS, JavaScript, LESS, Sass, jQuery, Angular JS, Backbone.js Bootstrap, AJAX.

Professional Experience

Graduate User Experience Researcher/Designer , Dept. of Computer Science

Aug 2017 – Present

- Member of Creative Media Industries Institute (CMII) . Currently working with **LinkedIn** Corporation to redesign the app User Experience architecture in terms of Interview and Application tracking, Skype integration. Documented the usability design flaws with the current application.

- Developed a user experience framework, with Usability testing methods and tools to evaluate the usability heuristic score of web and mobile applications.
- Worked on designing the UX for an Artificial Intelligent Conversational [Chatbot](#) which will have conversations with people, ask questions, track mental health 24/7 and help them get over stress, depression through various computerized cognitive behavioral therapies (CBTs).

User Experience Designer , Unisys Corporation , Bangalore

May 2015 – Aug 2017

- Designed high-impact, user-centered Web sites , CRM Dashboards with a strong emotional appeal, sophisticated production values and intuitive navigation to maximize user engagement and cement powerful brand identities.
- Partnered with user interface designers, Web developers and UX managers to translate information architecture, navigation and process flows into beautiful and easy-to-use solutions.
- Established UX design as the first stage of all Web and mobile application development, instituting a user-centered design (UCD) approach.
- Gathered user data through methods such as analytics reporting, task analysis, and participatory design techniques and utilized that data to drive design decisions.
- Gathered requirements from clients and conducted a focus group to discover user needs.
- Developed user personas and scenarios in order to enhance functionality and usability for key audiences.
- Organized, tailored, and moderated local and virtual user testing sessions based on personas , use cases.
- Designed mock-ups for potential and existing clients to show how our applications would look if integrated into their systems.
- Produced style guides and web/CSS/interaction specification sheets for engineers.
- Designed and generated fully-interactive HTML prototypes and click-throughs which were used for client presentations, mock-ups, as well as user-testing studies.

Clients : *US State Govt. (Dept. of Child Support), SAP , Royal Bank of Scotland , Infosys, BNP Paribas, Delta Airlines, Airport Authorities of Europe (Netherlands & Denmark), Ministry of Education (New Zealand)*

Highlights

- Created a Design Framework called ‘Interfaces’ which consists of structured processes to develop Human centered Systems. This framework has been a differentiator and played a critical role in winning 14 RFPs for the company.
- Created a repository of Reusable Design Elements (1000+) and interactions with HTML/JS codes which reduced the development time by 40%.
- Achieved a Customer Satisfaction Rating of 9+ on 10 for all the projects handled.

User Experience Intern, Unisys Corporation, Bangalore

Jan 2015 – May 2015

- Participated in user-centered design sessions with the UX Lead and UX Designer to scope design goals and criteria.
- Assisted in the creation of sketches and wireframes for user interface (UI) designs.
- Assisted in the creation of storyboards to explain a workflow or scenario to stakeholders.
- Designed and developed prototype designs under the direction of the UX Lead.
- Created and maintained clear documentation on design revisions and feedback from design reviews.
- Developed workflows using a prototype tool and tested scenarios and UI/UX issues.

Highlights

- Redesigned and developed a Responsive Web application called Transport Management System using Bootstrap/SASS and JS technologies which improved the user base by 25%.
- Achieved ‘**Valued Contributor**’ award during the Internship Program.