**KVS PRASAD**

****UX /UI Architect & Manager 9480131245

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**SUMMARY**

I am a “UX Architect & Technical Manager” Completed CUA Certification from HFI with 10 years of relevant experience and 17 years of total experience.

**Skills** Strategy (UCA - User Centric Analysis)

Client Relationship Management

Product Management

Business Intelligence (Banking and E-COMM)

**Tools** Adobe XD

Figma

Adobe Illustrator

Adobe Photoshop

Adobe Animate

Visio

**Work Experience**

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| **I-exceed Technologies Pvt Ltd**  UX/UI Architect & Manager  (Sept 2016 – Working) |  | I am the **Manager of the UX/UI/Front End Dev Teams** for the Banking & Financial Service, which provides omni-channel support for B2C and B2E projects.  **Responsibilities**   * Advocate for users and the role of design in the development process * Create wireframes, mock-ups, and prototypes for various platforms * Incorporate and share new techniques based on industry trends * Embody and advocate for the mission and goals of the projects * Work closely with user researchers and contribute to research strategies * Actively communicate and share information with design teammates to ensure UI/UX process aligns across platforms and products * Receive, weigh, and integrate feedback from cross-functional teams. Explain rationale for design decisions within a larger context. * Understand and strategies the business goals, strategy, and product offerings * Offer solutions that consider business goals and user needs the impact products * Translate complex content and information systems into simplified user experiences * Set your own deadlines within the project schedule * Take ownership over designs, decisions, and results |
| **Software Paradigms Infotech**  Lead UXD Group  May 2015 – Sept 2016 |  | I was the **Acting Manager of the UX/UI Team,** which was in charge of providing UX solutions for projects involving products and services in the retail sector for several channels.  **Responsibilities**   * Was leading the UX/UI Team (Acting Manage) working on e-Comm platform * Actively communicate and share information with design teammates to ensure UI/UX process aligns across platforms and products * Understand and strategies the business goals, strategy, and product offerings * Offer solutions that consider business goals and user needs the impact products * Take ownership over designs, decisions, and results |
| **YASH Technologies Pvt Ltd**  Module Lead (UXD)  May 2014 – Apr 2015 |  | I worked as a **Module Lead (UXD)** for one of our esteemed clients, the pharmaceutical firm Sigma Aldrich. We focused on revamping the user experience for SAP products as well as many other products.  **Responsibilities**   * Perform the lab activity research to understand the real world difficult and the shortfalls * Document the research findings and offer solutions that consider business goals and user needs * Receive, weigh, and integrate feedback from labs and their users. Explain rationale for design decisions within a larger context * Translate complex content and information systems into simplified user experiences * Conduct UT methods at every stage of design |
| **Zylog Systems Infotech Pvt. Ltd**    UX/UI Designer  Sept 2012 – May 2014 |  | **Responsibilities**   * Worked as a UX/UI Designer on Banking projects for Middle East customers. * Was an individual contributor for wide range of requirement on B2B B2C projects * Creating the exclusive UI designs and UI patters with Guidelines |
| **Excel soft Pvt Ltd**    Associate Creative lead  Sept 2009 – June 2012 |  | **Responsibilities**   * I worked as a Sr. Visual Designer for e-Learning projects along with 2D & 3D animation, Storyboard & Design Guidelines * Achievements: Won the award of Best Resource (Pat on back) in 2012 |
| **EI Design Pvt Ltd**  Senior Visual Designer  April 2008 – March 2009 |  | **Responsibilities**   * Worked as Sr. Visual Designing for e-learning projects and game based learning |
| **ANTS’ Animation Studio Pvt Ltd**  Tech Executive  Feb 2005 – March 2008 |  | **Responsibilities**   * I worked as a Technical Executive conducting trainings on 2D & 3D Animation tools and Demo Projects |

**EDUCATION** Bachelor of Fine Arts (Applied Arts)

Karnataka State Open University - Mysore

Completed CUA Certification Course

Human Factors International (HFI) – In Bangalore

Completed Web Designing

Arena Multimedia – Mysore