**K.V.S.Prasad**

[prasad.pachhe@gmail**.**com](mailto:prasad.pachhe@gmail.com) (+91)9480131245

"I am a UX Architect & Manager“ Completed CUA Certification Course from HFI” with 9.10 years of relevant experience and 16.10 years of total experience.

I follow User-Centered Design (UCD) process with the best suitable practices to increase the conversion rate which can improve ROI.

**SKILL SET**

**UCD Process I follow**

* HEURISTIC EVALUATION & EXPERT REVIEW
* UCA PROCESS
  + DESIGN STRATEGY
  + PROFILES & PERSONAS
  + USERS INTERVIEW
  + CONTEXTUAL OBSERVATIONS
  + FOCUS GROUPS & FACILITATED WORKSHOP
  + SURVEY
  + SCENARIOS
  + TASK ANALYSIS
  + INFORMATION ARCHITECTURE (CARD SORTING)
* PAPER PROTOTYPES / FUNCTIONING PROTOTYPE
* WIREFRAMES & ANNOTATIONS
* USABILITY TESTING (UT)
  + FORMATIVE TESTING / EARLY PROTOTYPE TESTING
  + SUMMETIVE TESTING / ADVANCED PROTOTYPE TESTING
* PARALLEL DESIGN
* HIGH FIDELITY MOCKUPS

**Tools I Use**

* Adobe XD
* Figma
* Adobe Illustrator
* Adobe Photoshop
* Visio
* Adobe Animate

**WORK EXPERIENCE**



**I-exceed**

**UX Architect / UX Manager**

(Sept 24th 2016 – Working)

I am heading the **UX/UI/Front End Dev Teams** (Manager) working on Banking & Financial service providing the omni-channel support for B2C, B2E projects

**Responsibilities**

* Planning and implementing the best suitable UX practices for projects
* **Efforts Estimation** for the **UCA**
* Conduct research activities like **Interview,** **Contextual Observation, Facilitated WS & so.**
* **Mentoring** and supporting the team on UX practices
* Do **Heuristics Evaluation** & **Expert Review** for the current system
* Create **Questionnaires** for **Screeners & Interview** with **Protocols**
* Conduct initial **Stakeholders Interview** to discover business goal and target user groups
* Work with team for **Design Strategy** based on the **Mental Model**
* Be part of documenting the **Scenarios** and **Task Analysis**
* Conduct **Cart Sorting** activity to define **IA**
* Conduct **UT** at every stage of design
* Conceptualize the research finding in to **Wire-frames** & Functioning **Prototype**
* Creating the exclusive **UI designs** and **UI patters.**



**SPI**

**Lead UXD Group**

(May 4th 2015 – Sept 21st 2016)

I am leading the **UX/UI Team (Acting Manager)** working on products and service projects in retail domain for multi channels, providing the UX solutions.

**Responsibilities**

* **Mentoring** and supporting the team on UX practices
* Involve in **Efforts Estimation** for the **UCA** process and **UT**
* Responsible for choosing the best suitable **UX Practices** for the projects
* Do **Heuristics Evaluation** & **Expert Review** for the current system
* Create **Questionnaires** for **Screeners, Surveys & Interview** with **Protocols**
* Conduct initial **Stakeholders Interview** to discover business goal and target user groups
* Work with team for **Design Strategy** based on the **Mental Model**
* Conduct research activities like **Interview,** **Contextual Observation, Facilitated WS & so.**
* Be part of documenting the **Scenarios** and **Task Analysis**
* Conduct **Cart Sorting** activity to define **IA**
* Conduct **UT** at every stage of design
* Conceptualize the research finding in to **Wire-frames** & Functioning **Prototype**
* Creating the exclusive **UI designs** and **UI patters.**



**YASH Technologies (P) Ltd**

**Module Lead (UXD)**

(May 13th 2014 – Apr 30th 2015)

I worked as a **Module Lead** (**UXD)** with one of our prestigious client “**Sigma Aldrich**” which is a pharmaceutical company. We worked on SAP products, revamping the user experience and also many more products.

**Responsibilities**

* **Mentoring** and supporting the team on the UX practices
* **Responsible** for choosing the best suitable **UX practices** for the projects
* Do **Heuristics Evaluation** & **Expert Review** for the current system
* Conduct **Stakeholders Interview** to discover business goal and target users groups
* Create **Design Strategy** based on the **Mental Model**
* Create **Screeners** for choosing the users
* Create **Questionnaires** for **Screeners, Surveys & Interview with Protocols**
* Conduct research activities like **Interviews, Contextual Observation, Facilitated WS & so.**
* Mentoring and also be part of documenting the **Scenarios** and **Task Analysis**
* Conduct **Cart Sorting** activity to define **IA**
* Conduct **UT** at every stage of design
* Conceptualize the research finding in to **Wire-frames** & Functioning **Prototype**

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**Zylog Systems Infotech Pvt. Ltd**

**UX/UI Designer**

(Sept 12th 2012 – May 10th 2014)

I worked as a **UX/UI Designer** in mobile banking applications for Middle East customers.

**Responsibilities**

* Conduct **Stakeholders Interview** to discover business goal
* Create **Design Strategy** based on the **Mental Model**
* Develop **Persona**, **Scenarios** and **Task Analysis**
* Create **Information** **Architecture**
* Conduct **UT** at every stage of design
* Conceptualize the research finding in to **Wire-frames** & Functioning **Prototype**
* Creating the exclusive **UI designs** and **UI patters** with **Guidelines**

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**Excel soft Pvt Ltd**

**Associate Creative lead**

(Sept 21st 2009 – June 30th 2012)

I worked as a **Senior Visual Designer and promoted as Associate Creative lead** atcontent Services Team for e-Learning solutions.

**Achievements:** Won the award of **Best Resource (Pat on back)** in 2012

**Responsibilities**

* Creating **Wireframes** and **Visual Storyboarding**
* Create **Design Guidelines** and UI templates for various corporate training projects, K12 and higher educational projects
* Mentoring the team on new tools and techniques to crash the time for creating graphics
* Work with Instructional Designers/ SME’s to create **Visual Guide** for the graphics team
* Worked on projects related to 2D and 3D animations

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**EI Design Pvt Ltd**

**Senior Visual Designer**

(April 18th 2008 – March 11th 2009)

I worked as a **Sr. Visual Designer** for e-Learning projects at different levels.

**Responsibilities**

* Worked on **UI Designing** for e-learning projects
* Single person worked as **Flash Cartoon Animator** for Flash game based e-learning project
* Mentoring the team members to maintain the quality standards
* Trained team members for the upcoming animation projects

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**ANTS’ animation studio Pvt Ltd**

**Tech Executive**

(Feb 1th 2005 – March 15th 2008)

I was a member of **2d and 3d team** as a **Tech Executive**.

**Responsibilities**

* Worked on projects related to 2D, 3D animations, websites and presentations
* Conducted training on Flash and Maya for more than **25 batches** of approximately 150 students
* Software’s taught – Illustrator, Photoshop, Flash, Maya, Sound Forge and Aftereffects and other supporting tools.

**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

**PERSONAL INFORMATION**

Address: #32, 2nd floor, 1st house, B-block,

Domlur Village, Bangalore-560071

Date of Birth: 20th Nov 1979

Phone no: 9480131245

E-Mail Id: prasad.pachhe@gmail.com

Passport Number **L4309631** (Valid up to **2024**)

Visa  **US B1** (Valid up to **2024**)

**ADDITIONAL**

**Achievements:** Won the state level professional body building competition groups 6th place.

**Interests**: Swimming, Bodybuilding.