Portfolio
https://lakshmyj.github.io/portfolio/home.html

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Education

User Experience Certificate Program, Massachusetts, USA, Oct 2020

UX Certificate Program, American Graphic Institute, Massachusetts, USA, Apr 2019

Bachelor of Technology - **Computer Science and Engineering**, University of Kerala, India, Apr 2011

Top Skills

UX	UI
Wireframing	HTML5
Rapid Prototyping	CSS3
User Research	SASS
Task Analysis	Javascript
Persona Creation	Handlebar JS
Usability Testing	React JS
UX Measurement	Java
Responsive Design	Bootstrap

Tools

Sketch	Lucid Chart
Adobe XD	High Charts
Invision	Balsamic
Figma	Wordpress
Adobe Illustrator	Git/Github
Adobe Photoshop	Google Analytics

Other Top Certifications

'Universal Principles of Design' Certificate from Lynda.com 2019
'User Experience Fundamentals' certificate from The Team W, 2018
'User Experience for the Web' certificate from Open2Study, 2018

Honors-Awards

- Extra Business Mile Award
- Execution Mindset Award
- Junior Techie Award

Lakshmy Jayalakshmy
Chennai, India

Five plus years of diverse full-time experience in the IT industry including, working for a multi-national company & a startup, playing the roles of developer as well as business analyst spread across retail and distribution domains along-with hands-on experience in identifying and implementing practical solutions for complex time-bound problems in the UI/UX space by employing techniques ranging from research to wireframing, rapid prototyping and testing.

Experience

UX Projects - Jan 2019 to present

- ***Pizzeria UX re-design***: A full-fledged UX project on re-designing a pizzeria website to make it usable so as to enable easier and faster order placement.
- ***Portfolio - UX Design & UI Development***: End-to-end UX design, UI design, front-end development, testing and deployment of a responsive online portfolio.
- ***Usability Testing on Bentley.edu:*** Identified user research proposal and conducted usability test on the Bentley University's website creating test reports.
- ***UX Measurement in Online Banking***: Quantitative analysis of twinned usability test result data sets of Bank of America and Wells Fargo to measure and compare the user experience across established ISO standards.
- ***UX Case Study on Amazon.com***: Analyzed amazon.com for its compatibility with human factors considerations and user engagement measurement techniques. Includes simplified data visualization of the case study inferences.
- ***UX in Elder Care Support System***: Performed user and task analysis including persona definition and feature prioritization for an elder care support system.

  Projects include end to end user experience, interface design and development

Business System Analyst - *Tachlog, India* - Apr 2016 to Aug 2017

- Designed and enhanced the front-end UI on stand-alone applications using Java swing and enabled changes to a custom inventory management application for a distributor by implementing features for account management, payment reconciliations and reporting processes.
- As part of business process re-engineering, consolidated software applications, optimized code quality by >75%, reducing defects by >90% and streamlining daily transactional reporting for the commercial function of a retail client.

Senior Software Developer - *UST Global, India* - Mar 2012 to Mar 2016

- Delivered on-time java-based feature enhancements for H-E-B's (a North American supermarket chain) Point-Of-Sale (POS) applications including interfacing with peripheral devices such as hypercom, printers, POS keyboards, EPS devices, gasoline kiosks while also enabling monitoring and reporting capabilities for their central office administrative systems, maintenance and repair operations for their pump stations.
- Operating cadence included documenting requirements and technical solution design, performing peer reviews, coordinating user acceptance testing and sign-offs, carrying out deployment and release activities, communications and user trainings, providing end-to-end production support services and defect management.