



DESIGN

INTERACTION DESIGN
PRODUCT DESIGN
VISUAL DESIGN
ACCESSIBILITY DESIGN

USER EXPERIENCE

STORYBOARDING
PERSONAS
WIREFRAMING
PROTOTYPING
JOURNEY MAPS

USER RESEARCH

COMPETITIVE ANALYSIS
SURVEY
INTERVIEW
USABILITY TESTING
PERSONAS
USER STORIES
A/B TESTING

TOOLS

FIGMA
SKETCH
ADOBE SUITE
INVISION
AXURE
JUSTINMIND

USER INTERFACE

HTML
CSS
JAVASCRIPT
JQUERY
BOOTSTRAP

WORK EXPERIENCE

UI / UX CONSULTANT AND FULL STACK DESIGNER

 Deloitte Digital USI  March 2016 - January 2018

Engaged in constant client interaction to bring out all stakeholder dependencies.
Effectively planned and facilitated organizational events and design meetings at Deloitte Digital Studio.
Documented and educated the best practices for the design used and knowledge sharing.
Lead the Deloitte Front End Engineering team in the JavaScript conference organized by hasgeek and JSfoo.

Straight to Bank (S2B application Client: Standard Chartered Bank)

Designing and architecting approaches to new functionalities, enhancements and optimization.
Designed and developed responsive and reusable components in EmberJS framework, an application wide Search Engine having the best UX standards and responsive layouts with accessibility.
Crafted an agile methodology project setup and created JIRA stories and sprint tasks.
Created user tasks and conducted usability tests to evaluate user journey directions.
Planned and executed user testing, stakeholder surveys, and evaluations.
Delivered an end to end transaction banking application reflecting stakeholder needs.

SENIOR UI / UX DESIGN ENGINEER

 Infosys Limited, India  August 2011 – March 2016

Client collaboration for requirement gathering and to realize project designs, detailed UI specifications.
Organized design & technical workshops and team building activities for the delivery unit.
Created good design & technical standards documentation to help new members joining the team.
Helped define a design system and advocated its application across different products and platforms.

eDelivery (Client: Fidelity Investments)

Designed and developed a single page front end application that helps individuals manage their investments.
Created user stories, personas, sitemaps, storyboards, wireframes, prototypes and final coding.

NetBenefits (Client: Fidelity Investments)

Designed responsive single page applications to fit implementation needs for modern web technology stack.
Analyzed and incorporated user testing data and qualitative feedback into designs.
Translated goals and data into User-Centered digital experiences.

Component Library (Client: Fidelity Investments)

Designed and developed reusable web components commonly used across projects with accessibility standards. Held design workshops, brainstorming sessions and articulated common ideas.

EDUCATION

MASTER'S IN HUMAN CENTERED COMPUTING

 UMBC, MD, USA  January 2019 - Current

Coursework Projects

End to end usability evaluation and ideation of Fleet by MasT mobile application.
GUI design and futuristic implementation of a sci-fi character User Interface.
Redesigned many websites and applications like VoiceThread, UMBC portals, etc.
Portfolio design and branding for Interactive Systems Research Center.
Project research paper on augmented reality - "AR evolution towards smart contact lens".

BACHELOR'S IN TELECOMMUNICATION ENGINEERING

 MS Ramaiah Institute of technology, India  Sep 2006 - June 2011

OTHER EXPERIENCE

GRADUATE RESEARCH ASSISTANT

 UMBC, MD, USA  March 2019 – Current

Design and development of COEIT Shared Services website and branding from concept to implementation.

GRADUATE TEACHING ASSISTANT

 UMBC, MD, USA  August 2018 – February 2019

Serving as a teaching assistant for HCC 629 – Fundamentals of HCI and HCC 613 – UI Prototyping & Dev under Graduate Program Directors, Dr. Amy Hurst and Dr. Ravi Kuber, assisting in qualitative assessment and feedback of students' coursework assignments & projects.

INSTRUCTOR AT THE UPWARD BOUND PROGRAM

 UMBC, MD, USA  June 2018 – July 2018

Served as an Instructor for Programming A course (Web Development) in the career pathway program to three sections of selected students from schools in Baltimore, MD area. Classes included coding skills to understand and develop their own portfolio website. Created an inspirational video to showcase the journey of the entire upward bound summer experience to their parents.

WEB DESIGN & DEVELOPMENT ASSISTANT

 UMBC, MD, USA  May 2018 – June 2018

Created a website to showcase the research projects and publications of Dr. Ravi Kuber, IS/HCC department.
The website is hosted at push.umbc.edu under the UMBC web space.

HONORS & AWARDS

Dynamo Award at Infosys for best performance, team player and client satisfaction.
Outstanding award and Applause award for exceptional performance at Deloitte Digital.
INTERNATIONAL BEST CHILD ARTIST AWARD (PAINTING) – 3 consecutive times
BALACHITRARATNA AWARD (PAINTING)

I am a full stack designer and an experienced lead and consultant with over 7.5 years of professional industry experience in consulting UX/UI agile projects. I employ a user-centered design approach to create applications that are easy to use, contain aesthetically pleasing look and feel that complements client's brand and improve user satisfaction. I am habituated to listen to and observe users as the first step to achieving a good design. Each project experience has transmuted my skill set and goals towards forward-thinking design and technology. I am obsessed with expanding my craft and solving challenging problems in User Experience Design.