REPORTING TO
DIRECTOR OF IT
CHIEF OPERATING OFFICER
CTO

RESPONCIBLE FOR
UX STRATEGIC PLANNING, ROI, KPI,
EXPANSION, HIRING, AUDITS.
RESEARCH, INNOVATION

GOVERNANCE OF
DIGITAL ACCESSIBILITY

WORKFORCE
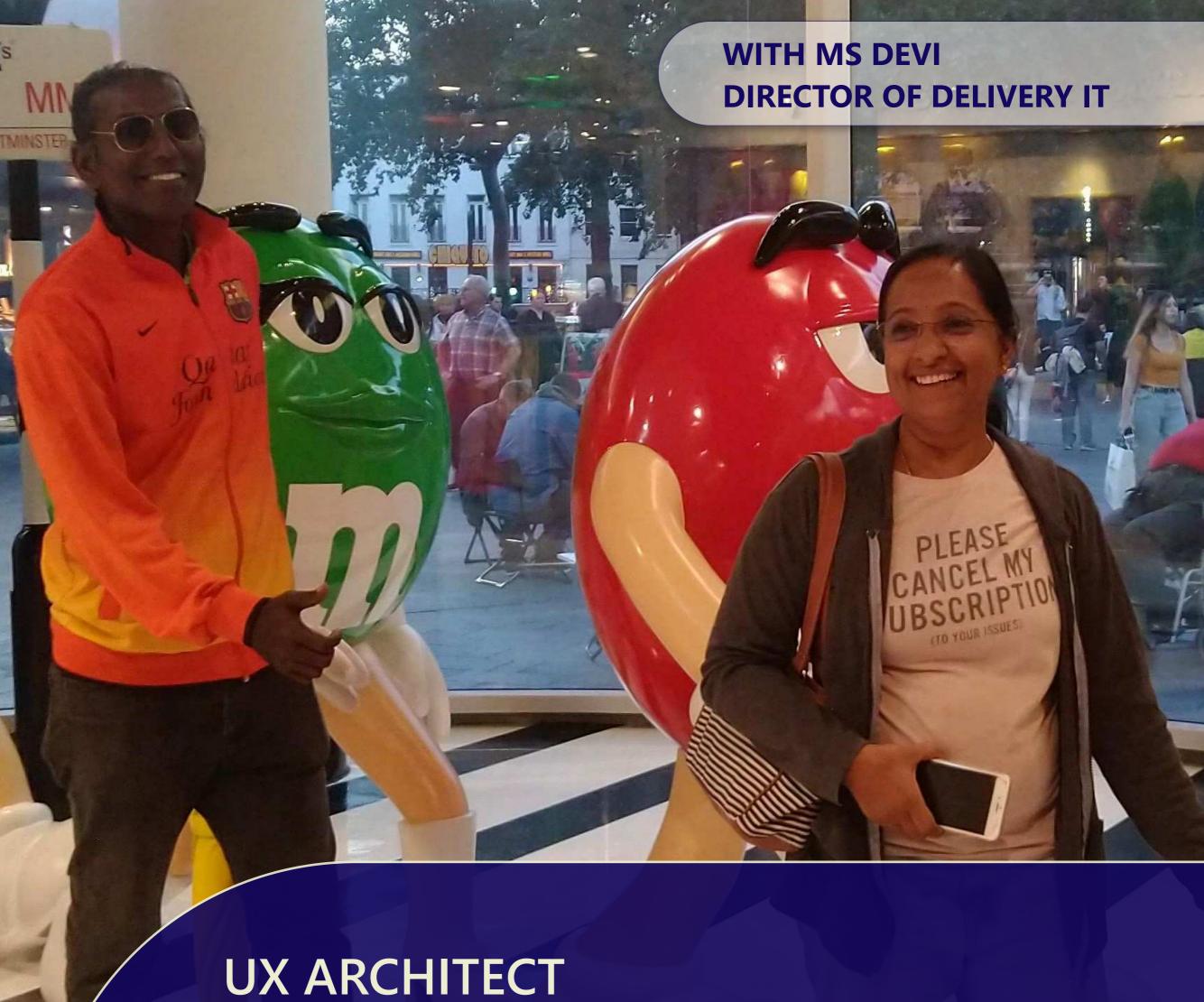PART OF 4000+ STAFF

UX GLOBAL TOUCH-POINTS
MELBOURNE, LONDON, INDIA

GANDHI SAKTHIVEL
HEAD OF USER EXPERIENCE
IDP EDUCATION LTD (CO-OWNER IELTS)

UX leadership professional with goal oriented experience in interactive design with the proven know how to combine creative and usability viewpoints resulting in world-class responsive, multi-lingual web and mobile applications with cross-platform dev.

SCALED UX TEAM'S WHICH CREATED APPs WITH 200,500+ INSTALLS AND SITES WITH 60 MILLION IMPRESSIONS

Transformed organizational culture with UX strategies
Shaped and structured user-first approach
Created patterns of process to elevate design team dynamics
Enabled Teams to upskill and enrich their passion for UX trends

CERTIFIED HCI
HUMAN- COMPUTER INTERACTION
DESIGN THINKING, IIBM

High-level expertise in UX design within large-scale
organisations. Ability to manage a complex portfolio
of projects.

UX ARCHITECT
INFORMATION ARCHITECTURE SPL
USER-CENTERED DESIGN UXD

Responsible for the design architecture of multiple digital portfolio of applications. Represented the user perspective, generated awareness of user needs, built consensus between business drivers, technical considerations, customer values. Ensured successful execution of designs aligned to business goals.

RECIPIENT OF
GLOBAL EMERGING LEADER
MAHER EL BAKRY AWARD

Employee of the year. Top rated team UX
Helped team members to succeed exceptionally
Terrific transformation excellence
Voted by staff as Inspiring person of the year

Proven and extensive experience of thought leadership, coaching and inspiring teams.

A natural eye for translating the vision and powerful ideas into compelling designs that connect with audiences of all types.

Responsible for building, leading, and inspiring cross functional team of designers. Collaborating with other product, engineering and platform heads to elaborate and drive the technology strategy was core.

Development and technology planning and implementation provided guidance in best practice and tool usage in the design to build technical frameworks providing solutions to implement complex area of the UI systems.

- ADOBE SUITE
- ATOMIC DESIGN
- A11Y EXPERT
- ANALYTICS
- USD PRACTICE

ENSURED INNOVATION ACROSS USER-CENTERED DESIGN PRACTICE
HELD THE THE UX MANTLE FOR IELTS GLOBAL ROLLOUTS

An expert practitioner of interaction design, along with strong information architecture and visual design skills and well acquainted with user research activities.

Experience working with quantitative and qualitative research techniques, data and analytics to develop product hypotheses, and ensured the framework is upheld by the entire UX team as ways of working.

Used customer feedback, data, competitor/market research and other analytics to intricately understand the customer and predict future behaviour that informs strategic decisions.
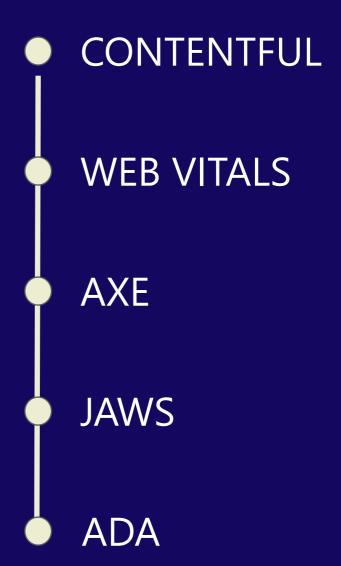
- UX PROCESS
- AUDITS
- SPEAKER
- CROSS CHANNEL
- FIGMA

IAAP GLOBAL MEMBER INTERNATIONAL ASSOCIATION OF ACCESSIBILITY PROFESSIONAL

Advocating the accessibility standards:
WCAG 2.0 & 2.1, ADA Section 508, 21st Century Video and Comm's Act. Delivered Profile on Client Microsites for Uni's based in USA for more than 4,000+ webpages with multiple languages abiding ADA compliance [American Disability Act].

TRAINED . MENTORED
GLOBAL TEAMS ACROSS VERTICALS
DIGITAL ACCESSIBILITY INDUCTION

Facilitated the collective understanding of the end-to-end, front-to-back experience by mapping the orchestration of events at the intersection of technology, business and design. Willingness to share knowledge and learn from all in an open and collaborative team has assured continual mentorship for teams.

Heuristic evaluations/expert reviews.

Background in planning and then driving business unit direction autonomously as a hands-on designer, then subsequently as a manager, and manager of managers.

Lead a global user experience design team responsible for supporting the international client platforms, including web and mobile apps.

Awareness and practical understanding of current technologies and their application and relevance to digital experiences has been part of my work culture.

- CONTENTFUL
- WEB VITALS
- AXE
- JAWS
- ADA

CONTRIBUTED TO THE EVER-EVOLVING UX DESIGN STRATEGY.
MANAGED UX ACROSS MULTIPLE PORTFOLIO WITH EVOLVING TECH STACK.

Flexibility/adaptability (ability to change direction based upon team and stakeholder consensus).

Experience with design thinking methods and agile working methods. Strong interpersonal and presentation skills to relate with team members across board.

In-depth working knowledge that created impactful UX ROI for digital projects were based on solid design system that was build for scale. Had opportunities to explore with tools based on UI, Prototyping, Whiteboarding, User Flows, Handoff as tool database.

- PAGESPEED
- SECTION 508
- LIGHTHOUSE
- NVDA
- ZOOMTEXT

RESEARCH MINDED
SCALABLE UX PRACTITIONER
AGILE DESIGN SPRINTS

Created scope of research and innovation team for:
Voice search, OCR [Optical Character Recognition] for the
generation Z and augmented reality for immersive content.
Development of Progressive Web App as part of omni-channel
code approach sandboxed.

UX CONFERENCE TRIBE
KNOWLEDGE HUNTER
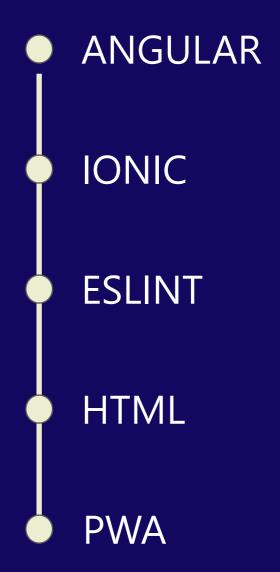
Mentor for DXS21 UMO design event
Loved being part of the UXINDIA Conference and multiple
remote online webinars.
Have always been passionate of learning from the industry experts
and with being regular attendee at various remote conferences
now helps to stay in sync with the global trends in UX and design.

Hands - on experience in various Web based product development by Section-508/ADA compliance auditing with the use extensive knowledge on Software Development Life Cycle (SDLC), Development Methodology and Software Testing Life Cycle (STLC).

Possess result focused, data-driven engineering strategy development skills.

Generated insights through research with users, staff and stakeholders to shape a holistic view of the total user experience.

Managed the expectations of senior stakeholders to enable them to understand the need for robust UX and visual design processes towards business vision.

- ANGULAR
- IONIC
- ESLINT
- HTML
- PWA

OWNED THE UX KPI'S IN RELATION TO USABILITY AND DELIGHT.
EXPERIENCED USING DATA TO INFORM THEIR DESIGN PROCESS.

Analysed, consolidated, and communicated research findings to stakeholders in order to strategically frame, validate and quantify the problem being solved and help inform the wider strategic roadmap of initiatives.
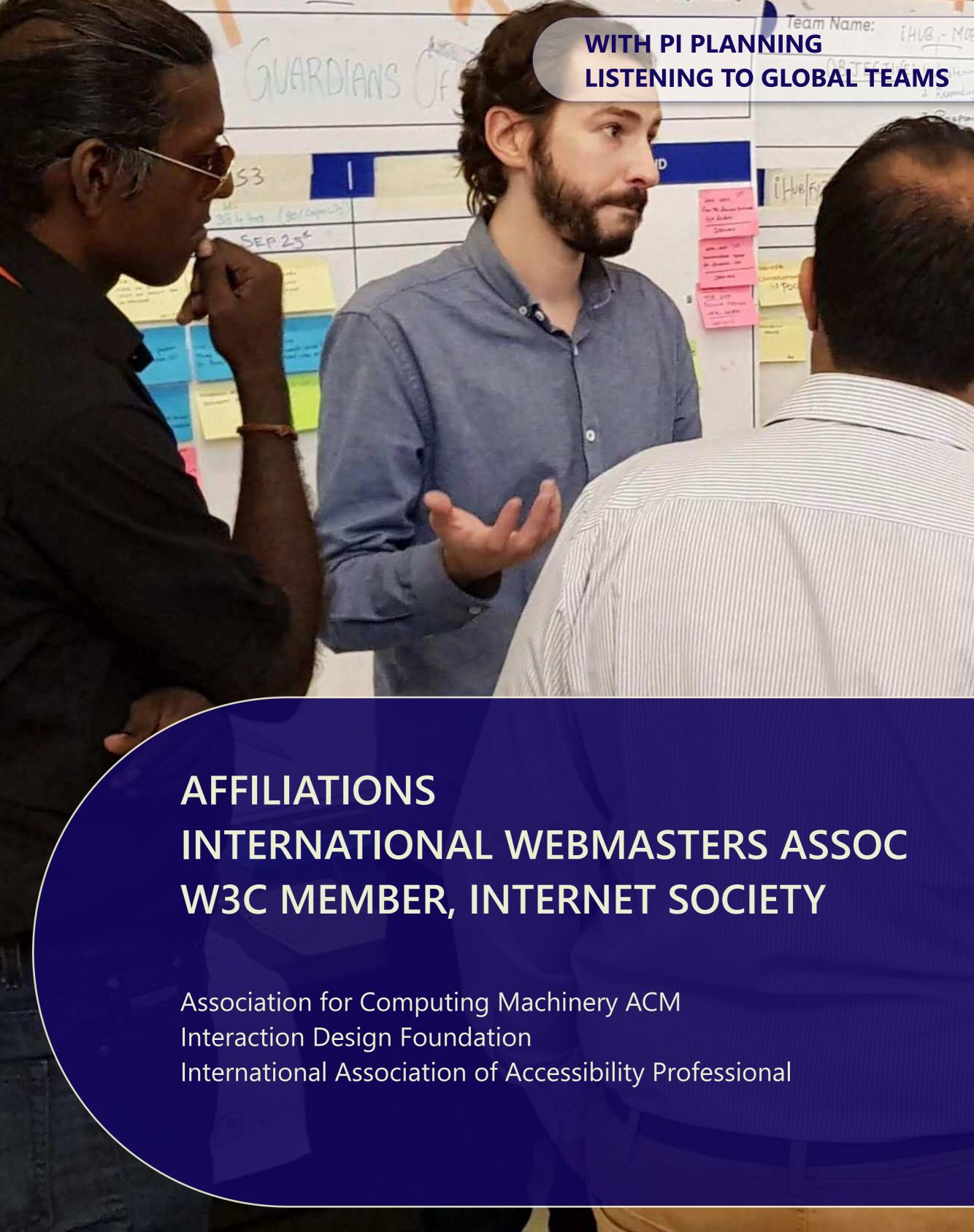
Defined key UX and organisational measurements used to track and prove the service delivers positive outcomes for both users and the business.

Collaborated with design and prolific leadership on design direction. Worked closely with your counterparts in Product, Tech, Growth and Support to shape a data-driven vision for digital products.

- CSS
- TWA
- APPFLOW
- CI CD
- DEVICE FARM

RUNNING FOR CAUSE
FULL MARATHON FINISHER 26.2 mi
LOVE FOOTBALL

Finisher of eleven half-marathon
Three full marathon
Five 10k events
Passionate street photographer
Set an expample for teams to take up running

AFFILIATIONS
INTERNATIONAL WEBMASTERS ASSOC
W3C MEMBER, INTERNET SOCIETY

Association for Computing Machinery ACM
Interaction Design Foundation
International Association of Accessibility Professional

In depth knowledge of accessibility standards: Level A, AA and AAA conformance of WCAG 2.0, WCAG 2.1, ADA, ARIA and Section 508 compliance.

Web accessibility advocate with extensive experience in leading teams with front-end Web and CSS developer, senior information architect, designers and technical communications specialist, providing solutions for accessible, standards-compliant, and cross-browser compatible websites and mobile applications.

Hands-on knowledge of assistive technologies (e.g. screen readers, magnifiers, alternative input devices), particularly: NVDA, JAWS, Dragon Naturally Speaking, and ZoomText.

- DESIGNOPS
- JIRA
- OMNI-CHANNEL
- VWO
- A/B TESTING

FORENSIC UNDERSTANDING OF DIGITAL ACCESSIBILITY.
WORKED ALONG WITH GLOBAL MULTI-CULTURAL TEAMS EFFECTIVELY.

Effectively achieving A11Y compatibility by defining processes for multiple members across UX, development, testing and across organization. Initiating A11Y checklists and preparing documents pertaining to best practices for the developers, designers and testers.

Convening & chairing preparatory meetings to provide information w.r.t accessibility procedures & testing norms and practical knowledge with assistive technologies. Conducted multiple knowledge sharing sessions/workshops on WCAG 2.0 for people across channels in organisation.

- BALSAMIQ
- NPS
- USERZOOM
- CROSS SKILLS
- GITLAB

SERVICE & COMMUNITY ACTIVE VOLUNTEERING FOR SOCIAL CHANGE ACROSS YOUNG MINDS

Donor 'Save the Children India'
UN Online Volunteer Service
Annual Blood Donor
Greenpeace

15+YEARS INDUSTRY DRIVEN UX PROFESSIONAL

BORN 11th OCT 1976
AGE 44

NOTICE 90 DAYS

OPEN FOR RELOCATION
STATUS MARRIED

LANGUAGES
ENGLISH, HINID, TAMIL

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