**PROFESSIONAL SUMMARY**

* Over 8+ years of extensive experience as a **UI/UX DESIGNER**with solid understanding of Object Oriented Design and analysis.
* Proficient in building data driven Web applications using **HTML/HTML5, DHTML, XHTML, AJAX, Angular JS, XML and JSON, CSS/CSS3 and JavaScript, jQuery** that follows **W3C Web Standards and are browser compatible**.
* Expertise in Client Side designing and validations using **HTML4/HTML5, CSS3, JavaScript and jQuery.**
* Advanced proficiency in visualization best practices and tools**- D3.js, Highcharts,HTML5,CSS3.**
* Solid experience with **Responsive Web Design (RWD) using Bootstrap and Media Queries.**
* Extensively used **AngularJS** frameworks for medium to large size single page application(SPA).
* Design of multi-platform custom user interfaces with novel technologies, including, speech, pen and mobile and **multi-touch devices;Wireframe and prototype implementations (e.g. Axure,balsamiq),** including low- and high-fidelity mockups.
* Experienced in building **cross-browser compatibility** applications using HTML5 and CSS.
* Knowledge of **HTML semantics, DOM API,** and the basics of HTTP/HTTP2.
* Extensive experience in **UI/UX** management and web / print production. Developed web applications, branding identities, global web sites, advertisements, brochures, flyers, banners and storefront signs for clients in retail & corporate.
* Experienced as a **UI, UX designer,** rich user interface design, development, documentation, web 2.0 specifications, standards, media (screen, mobile, touch interface) compatibility, application architecture, visual design, project and team management.
* Experience in all phase of SDLC like Requirement Analysis, Implementation and Maintenance, and extensive experience with **Agile and SCRUM.**
* Driving UX strategy towards adoption of **new cloud practice management platform** for SMB customer segment.
* Leading research, interaction and design efforts for **POS, Dashboard and Order Management** on web and mobile.
* Evangelizing and providing thought leadership on improving **UX Maturity** within the organization.
* Development of web pages using **HTML, JavaScript, React, SASS, PHP and Node. Drupal 7 & 8 CMS   
  Flow Charts.**
* My focus has been on creating relevant **user friendly, scalable, and engaging solutions**. The process of competitive analysis, developing personas, and then developing a minimum viable product that will be valuable to the targeted audience. This is validated through testing throughout the life-cycle of the product.
* Worked on PRE-REC project as per **W3C's Web Content Accessibility Guidelines (WCAG)** .
* Work experience of server-side CSS pre-processing platforms, such as **LESS and SASS.**

**TECHNICAL SKILS**

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| **Web Technologies** | HTML 4.0/5, XHTML, CSS2/CSS3, JAVASCRIPT, JSP, JSF, DOJO, JQuery, JSON, AJAX, XML and Java Script, MVC, DOM |
| **WireFrames** | AxureRPPro,PhotoshopCc,MockFlow,Adobe Creative Suit,Adobe Illustrator. |
| **IDE & Tools** | Eclipse2.x/3.x.,Notepad++, Sublime Text 3, NetBeans IDE 7.4,RAD 9.0.1 |
| **Application Server** | Apache Tomcat 5.5/6.0, WebLogic Application Server, Web Sphere |
| **Languages** | SQL, PL/SQL, Core Java, C, C++ |
| **Operating Systems** | Windows 2000/XP/Vista/7/8, Linux RHEL6/CentOS, Mac OS X |
| **Scripting Languages** | JavaScript, Vanilla JavaScript, UNIX Shell Scripting,Jasmine,Karma |

**EDUCATION**

Bachelors in **Computer Science** from JNTUK, India in 2008.

**PROJECT EXPERIENCE**

**Pre-Rec, NYC, NY Nov'16 – Till Date**

**UX/UI Designer**

Pre-Rec, is composed of professionals with diverse backgrounds across fixed income sales and trading, portfolio management, data science and machine learning, software engineering, and combat tested military leadership. We are service oriented and driven to make a positive impact.

**Responsibilities:**

* Created wireframes for the DesicionSpace Enterprise Platform components: Inventory, Add Data, Display Property Editors, Preferences, and Welcome.
* Worked as a developer in the team for design and development of application using **Microsoft Visual Studio 2015 with the ASP.Net 4.5, SQL Server 2014 and Microsoft Visual Source Safe 8.0.**
* Built CSS driven websites, many using **responsive design.**
* Maintained various agency websites using various **Content Management Systems.**
* Designed and created marketing materials such as **brochures, website and graphics.**
* Designed website user interface designs.
* Designed and developed the web forms **in ASP.Net using C#** as the code-behind language and LINQ as the SQL data consumer.
* Designed the front-end applications, user interactive (UI) web pages using web technologies like **HTML5/CSS3, Angular2 and bootstrap.**
* Created wireframes for DesicionSpace upstream application plug-ins: Single Well Planning, Well Integrity Management, Production Monitoring and Dynamic Frameworks to Fill.
* Responsible to design various search forms prototypes and also involved to create error validation code using **JavaScript/JQuery.**
* Created **UI mockups** using **Balsamiq** and is experienced in implementing logging features using **Log4j.**
* Authored design patterns for thin and thick client components.
* Performed remote formative reviews to validate designs.
* Participated in daily/weekly scrum meetings.
* Developed **HTML and CSS template** using PhotoshopCs3.
* Responsible for creating the screens with table-less designs meeting **W3C standards.**
* Developed fast loading images using **Adobe Photoshop CS3.**
* Worked on large datasets like SQL.
* Re-designed **the property map** to create a better user experience
* Collaborated with the graphics team in a agency setting to produce creative designs and motion **graphics for marketing &amp; advertising.**
* Developed **page layouts, navigation, animation buttons and icons.**

**Environment: HTML5, CSS3, JavaScript, JQuery, Angularjs, Balsamiq, PhotoshopCs3, .Net Framework 4.5, C#,Photoshop ,Adobe InDesign,MSOffice,Adobe After Effects,AdobeXD,AdobeDreamweaver**,**MS Visio.**

**State Farm Insurance, Bloomington, IL Apr’15 - Oct’16**

**UI/UX Designer**

State Farm is the major Insurance provider in America. State Farm Automobile Insurance Company is the parent company of several wholly owned State Farm subsidiaries. It was originally specialized in auto insurance for farmers. The company later expanded into other types of insurance such as homeowners, life insurance, banking and other financial services. The current project is regarding the enhancement of customer experience. It includes auto saving of quote and detailed customer convenient rating environment.

**Responsibilities:**

* User experience.**design Balsamiq**
* Interface **design Adobe Photoshop**.
* Branding, identity, and **logo design Adobe Illustrator.**
* Usability research, **user flows, personas, surveys, interviews, and testing Invision   
  Flinto.**
* Mockups, wireframes, style guides, and prototypes **for mobile and web   
  Google Forms.**
* Used **HTML5** for audio and video playback.
* Designed **Frontend** with in object oriented JavaScript framework like **Angularjs**.
* Created stored procedures for Master forms using **Transact-SQL for accessing and manipulating** the data in SQL Server 2012 using ADO.Net.
* Extensively used assemblies **implemented using C# and ADO..Net** as the middleware components for encapsulating the business logic.
* Generated backend scripts to provide database support for mobile applications.
* Skillfully performed design and development using the **Adobe Creative Suite.**
* Translated client's business requirements into use **case models.**
* Followed User Centered Designing principles to **design the user interface**.
* Helped set up a usability lab and piloted the new usability testing software.
* Involved in database designing from **ER diagrams** to Normalization.
* Performed **Query optimization**.
* Generated **Disaster recovery plan** for the database.
* Leveraged tools such as **Git and GitLab** to effectively collaborate and communicate with other teams.

**Environment:HTML4/5, CSS2/3, JavaScript, Agile**,**C#.Net 4.0, Asp.Net, Microsoft SQL Server 2012,JQuery UI, MySQL Adobe InDesign,MSOffice, Adobe After Effects, AdobeXD, Balsamiq, Adobe Dreamweaver, MS Visio.**

**3M, Austin, TX Nov’14 - Apr’15**

**UI/UX Designer**

3M is a global innovation company that never stops inventing. Over the years, we have worked to improve daily life for hundreds of millions of people all over the world. We have made driving at night easier, made buildings safer, and made consumer electronics lighter, less energy-intensive and less harmful to the environment. We even helped put a man on the moon

**Responsibilities:**

* Sitting in on stakeholder meetings to take notes, define pain points, and Competitive Analysis   
  summarize deliverables Persona Creation.
* Assist the design team in **sketchups**and brainstorms User Flows.
* Create mockups and design new feature iterations **Wireframing Visual Mockups.**
* Streamline the onboarding process for future hires **Interactive Prototyping.**
* Worked on website related implementation flow of the project using wireframes and prototypes using Balsamiq Mockups.
* Identify workflow bottlenecks and present solutions **for improvement Stakeholder Interviews**.
* Handle basic administrative responsibilities for management, including Branding   
  reports, supply re-ordering, document/file organization, etc. **Logo Creation   
  Style Guides.**
* Wrote extensive **HTML/ HTML5, CSS3 and JavaScript code** to build dynamic pages .
* Performed a lot of **DOM manipulation** using native JS and jQuery for loading and manipulating dynamic content on webpages.
* Worked on Front end by using JavaScript.
* Responsible to provide risk/impediments and discuss action plans in daily **SCRUM stand-up meeting** and providing demo for UAT.
* Worked in developing spring related backend services, used spring web module integrated with JSF MVC framework.

**Environment:HTML5, DHTML, CSS3,JavaScript, jQuery, XML, Adobe Dreamweaver, Balsamiq ,Bootstrap,   Angular JS, Git, Adobe InDesign,MSOffice,Adobe After Effects,AdobeXD,AdobeDreamweaver,MS Visio.**

**NYC Department of Finance, NYC, NY Sep’13 - Nov’14**

**Sr. UI Developer**

The New York State Constitution guarantees individuals living within the state the right to counsel in criminal proceedings and family court matters. The 18B Web System is designed to support the 18(b) law. It allows the administrators to create vendor accounts; create, validate & approve vendor payment vouchers; produce reports. Depending on voucher type the system will also allow a vendor to create his own payment voucher.

**Responsibilities:**

* Collaborate with project manager to develop designs for new and updated features in functionality, web, technical standards and **branding style guidelines** to assist in the development of Wireframe and prototypes
* Design, developed and updated the user interface using CSS, JavaScript and Dreamweaver.
* Performed client side validations over the forms using **JavaScript**.
* Develop and present design recommendations to the project team and key stakeholders that meet business **and end user requirements and appropriately** incorporate feedback into the final design.
* Designed backend application design, interface design, content management interfaces, HTML **newsletter e-mail blasts and Video Editing** all within strict deadlines.
* Present **mockups,Wireframe, graphical user interface**, concept sketches and other design deliverables to both internal and client teams on the design process and behind concepts.
* Understand personality of **brokers, agents, lenders, and buyers**in order to effectively design usable and effective features on portal.
* Lead design development and **deliver creative solutions** with high-level of design strategy that includes visual content, information architecture and overall usability.
* Participate in the development of a variety of **design principles, best practices** and process and contribute to the enhancement of the style guide.
* **Environment: Adobe Photoshop (Adobe CS 5 & 6), Illustrator, In Design, Dreamweaver, Fireworks, Flash, Final Cut Pro, Premier, PowerPoint, Acrobat PDF, HTML, CSS3, Balsamiq Mockups, Adobe Analytics, SEO Analysis, SEM, Web Browser Testing**

**MSC Industrial Supply Co, NY Mar’11-Aug’13 Web Developer**

MSC Industrial Supply Co. is one of the nation’s leading distributors of metalworking and MRO. Industrial Supplies with over 500,000 products. Since 1941, MSC has set the industry standard for quality, selection and customer service where it has 100 branches and four major Customer Fulfillment Centers strategically located throughout the United States.

**Responsibilities:**

* Created forms to collect and validate data from the user in **HTML and JavaScript**.
* Used **Javascript, JQuery** for user interactions in pages.
* Write copy for promotional ads.
* Design, publish, monitor and update new and **existing eCommerce (and affiliate) websites.**
* Update and maintain online marketing schedules and **advertising work flow.**
* Interface with **external vendors** to promote company specials.
* Responsible for authoring of website functionality with **JavaScript, HTML, CSS**.
* Used CSS Sprites to decrease the number of and load time of web pages.
* Created low and high fidelity Wireframes to layout interfaces of collaborative web applications.
* Designed interactive Prototypes to simulate proposed functionality to aid in the design and development
* Performed maintenance tasks to existing web pages using HTML and PHP
* UI development with technologies like **HTML 5, Angular JS and JQuery.**
* Developed SQL queries to perform insert, update or delete operation on MySQL database.

**Environment: HTML4, JavaScript, AJAX, CSS3, JSON, Jquery, Wireframes, Prototypes, Testing Email Marketing,Drupal, XML, JSON, Photoshop, Agile, SQL, Windows.**

**Highgo info solution, Hyderabad, India Jan’10 - Jan’11**

**Web Designer**

High Go Info Solutions provides wide range of solutions to our customers ranging from E-Commerce solutions to Multi room audio server to project management system to name a few. Our key E-commerce solutions are widely used by some of the leading European Manufacturers such as Weller Tools, Almit GmbH. TotechSuperstat and their distributors..

**Responsibilities:**

* Design, develop, and test key sections of corporate website utilizing the latest application development tools.
* Design and implement **Responsive designs.**
* Work with colleagues and clients to determine requirements and specifications in a design.
* Create design mockups in PhotoShop following **wireframes and specifications**.
* Translate layered Prototypes into **HTML page templates** using <div> or <table> elements.
* Integrate JavaScript functions and **SEO components into HTML templates.**
* Optimize artwork and code for viewing on multiple platforms and browsers (IE, Chrome, Firefox, Safari).
* In CMS, produce new **web content**, update and maintain existing web pages.
* Key team member responsible for database support for an mobile web based application.
* Developed Presentation Layer and Front End using **HTML, CSS, and JSP and validated the data using AJAX and JavaScript**
* Conduct various activities associated with application analysis, programming, and design functionality.
* Used **HTML5** for audio and video playback.
* Designed **Frontend** with in object oriented JavaScript framework like **Angularjs.**
* Generated backend scripts to provide database support for mobile applications.
* Skillfully performed design and development using the **Adobe Creative Suite.**

**Environment: HTML4, CSS2/3, JavaScript, jQuery, Wireframes,Testing Email Marketing,Bootstrap,Angular.js, Responsive Web Design, JQuery UI,, MySQL, Adobe Illustrator,Protypes and Windows.**

**Medianet-home.de, India Feb’ 09-Dec’09**

**Web Designer**

Medianet-Service provides quick and competent, PERSONAL help directly from the Owner of the software, if necessary it is possible to even directly call the programmer or set up an online meeting. Our team consists of specialists in the areas of programming, marketing, sales, design and project management, we are up in all aspects for a direct contact or an online meeting or in house meeting at you place.

**Responsibilities:**

* Developed the User Interface using HTML , CSS3, JavaScript, bootstrap and AJAX.
* Develop the full stack of **UX deliverables**, from User research (personas) and storyboards, to information architecture and interaction design, to UI design & Wireframes, as well as visual standards.
* Created conceptual **design and Wireframes** for Education Abroad student portal.
* Provide User Interface solutions by conducting in-person and remote usability studies. Analyze **data gathered and share report.**
* Performed UX audit of website to **discover testing opportunities** and go-do improvements
* Design, publish, monitor and update new and existing **eCommerce (and affiliate) websites.**
* Update and **maintain online marketing schedules** and advertising work flow.

**Environment: HTML, JavaScript, CSS, JSON, Jquery, Wireframes, Prototypes, Testing Email Marketing, Photoshop, Agile, SQL, Windows.**

**More projects:**

These are some of my projects when I was working as a web designer in india and all these projects are related to german company.

* <http://shop.baum-electronic.de/>
* <http://shop.zillner.de/>
* <http://shop.geltron.de/>
* <http://antistatic-esd-solutions.com/>
* <http://hfems-sap.com/>
* <http://www.medianet-solutions.de/>
* <http://www.medianet-shop.de/>

**Reference:** Will be provided upon request