Rajesh K Singh
Frontend Engineer | Creative Developer

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My career in UI design & conceptualization of Corporate Identity and Branding spans over 18+ years working with several brands and organizations across the globe. I thrive on building, leading, mentoring, and motivating teams to pursue creative excellence. I have had an impeccable track record delivering results on time and exceeding expectations. My passion for design, hands-on experience across various media, innate ability to understand client's objectives, and skills to transform ideas into effective visual solutions, would be an invaluable asset for companies in today's world.

Profile Summary

- Currently associated with **Ampersand Group of companies as a Sr. Manager (GUI/UX)**

- Hands on Experience in creative direction, product development and branding. Successful in devising and applying new ideas and innovation to propel companies to build a competitive advantage.

- Specialize in core UX and information design and ability to produces high-grade UX deliverables for platforms such as Mobile and Web.

- Ability to research, understand technology implications, perform industry benchmarking and competitor analysis, and articulate solutions.

- In-depth understanding and knowledge of Digital marketing strategy through on-page and off-page.

- Excellent understanding of user centric design methodology, usability engineering best practices and usability testing.

- Impeccable track record in leading teams and delivering creative solutions – on time and within budgets

- An effective leader, team builder and team member who enjoys challenging the status quo with proven analytical, and problem-solving skills

Technical Skills

Design Tools:	Adobe Creative Suite, Figma, MSExpression Blend, MS Expression Design
Web Technologies:	HTML5, CSS3, LESS, Bootstrap UI, React, React-Native (UI), Ionic, Drupal, KendoUI, Sitefinity
Editing Tools:	VS Code, Visual Studio, Figma, Sublime Text
Other applications:	MS Office, Word Press

Organization Experience

- ✓ Since Aug'21 with Ampersand Group of companies, Malad as Senior Manager UI/UX
- ✓ Dec'08-Jul'21 with Creative IT India Pvt. Ltd., Thane as UI Lead
- ✓ Jul'06-Nov'08 with Chenoa Information & Software Services Pvt. Ltd., Andheri, Mumbai as Senior web designer
- ✓ Apr'04-Jun'06 with Zenithinfotech Ltd, Mumbai as Senior Media Executive

Accomplishments

- ✓ Received the "Crystal Award of Excellence" for UI Design of manage-Id Web App.
- ✓ Won the "Best Performer of Year" Award for year 2009.
- ✓ Received "Prime Contribution Award" for Spectrum Project.
- ✓ Received Excellence Award in Outstanding Performance for project IBM Blue wash.
- ✓ Get certification in Core Program in User Experience Design
- ✓ Done SharePoint Training and Certification Courses

Qualification:

- ➢ B.Sc. (Maths Hons.) from Binova Bhave University in 1994
- ➢ PGDCA (Post Graduate Diploma in Computer Application) from Globsyn Technologies in 1999

Note: Refer to the annexure for projects

Annexure

Ampersand Group

Period   Aug'21 to till date
Project   In house 8 products (Mobile App and Web App) GUI revamp.
Team Size   12
Role   Sr. manager
Tools & technology   Android Studio, Visual Studio, Figma, XD
Description   In-house products, IOS/Android Apps for our all schools.

Responsibilities:

- Understanding of product requirements, white-boarding application flows & wireframes, daily, weekly,Sprint wise meetings and reports
- Interacting with client-side professionals for system study, requirements, and analysis
- Administering personnel, tools, processes, and schedules to deliver sprint-wise release acrossdifferent applications
- Planning of project requirement and effort estimation with team
- Understanding of workflow & Wire framing
- Mapping content architecture, applying user interface design principles and maintaining graphicslook and feel
- Developing innovative, creative, responsive, and flexible theme

Creative IT India Pvt. Ltd.

Project   eCares Web App, EssenMed Mobile App for Patient appointments.
Period   Feb'20 to April'21
Client   CITI-US
Team Size   6
Role   Creative Head
Tools & technology   HTML5, CSS3, Bootstrap, React Native, Genymotion, Android Studio, Visual Studio
Description   In-house products, IOS/Android Apps for several clients.

Responsibilities:

- Accountable for front-end and GUI/UX material designs for all mobile Apps, Web Apps andback-office support Application.
- Responsible for all React-Native and Web (HTML5) based GUI/ UX themes and issues.
- Maintain GUI principles followed by HL7 and 508 compliance, W3C and material design standardsalong with cross browser compatibility and SEO friendly structure
- Responsible for analysis of the needs of the end users to create more desirable ways of using 508compliance application to provide a more time efficient user experience (UX).
- Interviewing end users to white-boarding application flows and wireframes
- Creating final mock-ups, and delivering the code in HTML5/CSS3, JavaScript, and j-Query
- Preparing daily, weekly, Sprint wise reports to management and client.
- Preparing and implementing consistent testing processes across multiple teams and test strategies fordifferent devices and browsers.

Project   Patient Buddy Mobile App, Case Manager Mobile App, MedImpact Mobile App, DRIS, EBMS, Spectrum Support Mobile App, Spectrum E-commerce Mobile App
Period   Feb'15 to April'19
Client   CITI-US
Team Size   6
Role   Creative Head

Tools & technology   Bootstrap, React Native, Genymotion, Android Studio, SVN
Description   In-house products, IOS/Android Apps for several clients.
Responsibilities:

- Accountable for all front-end and GUI/UX material designs for all mobile Apps, Web Apps and back-office support Application.
- Responsible for all React-Native or Web (HTML5) based GUI/ UX themes and issues.
- Maintain GUI principles, W3C and material design standards along with cross browser compatibilityand SEO friendly structure
- Responsible for analysis of the needs of the end users to create more desirable ways of using 508compliance application to provide a more time efficient user experience (UX).
- Interviewing end users to white-boarding application flows and wire-frames
- Creating final mock-ups, and delivering the code in HTML5/CSS3, JavaScript, and j-Query
- Preparing daily, weekly, Sprint wise reports to management and client.
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Project   Patient Buddy
Period   Nov'13 to Dec'14
Client   Citi-us
Team Size   12
Role   GUI Lead
Tools & technology   HTML5, CSS3, Bootstrap, J-query, SVN and Flash
Description   Patient Buddy: Award-Winning Mobile Health App Winner of ACT-IAC Incubator Award
Patient Buddy is new mobile health app designed to address the significant problem of hospital readmissions. Incorporating medication adherence monitoring and a powerful analytics engine that streams data to numerous dashboards, it enables the case manager to quickly see patient status and prioritize follow-up efforts. Patient Buddy helps hospitals and Accountable Care Organizations (ACOs) reduce the risk of new, stiff penalties to their Medicare reimbursement dollars due to high readmissionrates.
Responsibilities:

- Accountable for all front-end design and development for the mobile and multiple devices
- Responsible for both desktop and mobile-optimized solutions to serve the Health Care industry
- Responsible for analysis of the needs of the end users to create more desirable ways of using 508compliance application to provide a more time efficient user experience (UX).
- Interviewing end users to white-boarding application flows and wireframes
- Creating final mock-ups, and delivering the code in HTML5/CSS3, JavaScript, and j-Query
- Preparing daily, weekly, Sprint wise reports to management and client.
- Coordinating with QA team and clients for internal testing task
- Preparing and implementing consistent testing processes across multiple teams and test strategies fordifferent devices and browsers.

Client   Chain Drug Store
Period: Aug'12 to Nov'13
Role: UI developer
Tools & technology   Photoshop, HTML5, CSS3, Bootstrap, Sitefinity, KendoUI, J-query, SVN
Description   ChainDrugStore.net is the network for manufacturers, wholesalers and payers who need to analyse, understand, and manage their pharmacy activity to achieve increased profitability and business efficiencies. It works with more than 300 manufacturers, wholesalers, and managed care organizations to positively impact pharmacy purchasing, dispensing, reimbursement and contracting strategy through secure online communications, analytics and proprietary business intelligence tools.

Responsibilities:

- Accountable for all front-end design and development for the mobile and multiple devices
- Responsible for both desktop and mobile-optimized solutions to serve better Health Care industry
- Daily tasks were to update daily content, analyze usage, traffic and new needs/future needs formultiple departments, and propose new options and solutions to drive effectiveness of the Intranet.
- Maintain UI principles and W3C standards along with cross browser compatibility and SEO friendlystructure
- Responsible for analysis of the needs of the end users to create more desirable ways of using 508compliance application to provide a more time efficient user experience (UX).
- Interviewing end users to white-boarding application flows and wireframes
- Creating final mock-ups, and delivering the code in HTML5/CSS3, JavaScript,
- Preparing daily, weekly, Sprint wise reports to management and client.
- Coordinating with QA team and clients for internal testing task
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Client	manage-ID
Period	Dec'11 – Jun'12
Team Size	8
Role	**Team Leader**
Tools & technology	**Photoshop, j-Query Mobile, HTML5, CSS3 and Bootstrap**

Description:

manageID is the first modular, workflow centric identity solution built to allow customization using breakthrough configuration methodologies and technologies. Now, mission-critical identity applications that protect public safety and national security can be brought to life with extreme speed — and efficiency.

Responsibilities:

- Accountable for all front-end design and development for the mobile and multiple devices
- Responsible for both desktop and mobile-optimized solutions to serve better Health Care industry
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Chenoa Information & Software Services Pvt. Ltd.

Title	**Sr. Web Designer**
Responsibilities	I was responsible for UX and UI design of B2B white-label clientele including Frontier Airlines, United Airlines, Marriott Hotels, Hilton Hotels, and many others. I was chief design lead on everything from merchandising application and front-end user experience on all vacation packaging applications.

In this role, I constantly used my experience in user interface (UI) and user experience (UX) design, garnered over 20 years of web and e-commerce development.

Zenith InfoTech Limited

Title	Senior Media Executive
Responsibilities	I was senior media executive responsible for all print, web, and Intranet, specializing in customer service rep application support. Daily tasks were to update daily content, analyze usage, traffic, and new needs/future needs for multiple departments, and propose new options and solutions to drive effectiveness of the Intranet.