ANANTHA C

Scarborough, ON • (905) 781-6924 • ananthac@ocadu.ca • linkedin.com/in/ananthac

OBJECTIVE

Product Designer with 10 years of experience in building Enterprise Web Products and SaaS B2B & B2C products with proven track record of having increased uptime of client environment by 40%. I am looking for a dynamic environment with challenges to solve using user research & design thinking.

PROFESSIONAL EXPERIENCE

Armstrong Fluid Technology, Canada | **Armstrong Digital Wrench App** | Feb 2024 - Present

- UX Designer for Armstrong's one tool to control them all, Design Envelope Pump Remote Control Mobile App with a diverse team. Working with *Figma* and *Microsoft Whiteboard*.
- I established partnerships with various domain experts and technicians (internal and external) to capture and align with customer requirements for innovative design of controlling the Smart Pump HMI remotely.

Camradia, US | **Identity & Design Language System for Camradia** | Sept 2023

- Partnered closely with the Camradia team, iteratively refining their vision, encompassing design elements such as identity, typography, imagery, and essential business collateral.
- Tools used - *Figma* & *FontLab* for visual design, *Unsplash* for imagery

Magnify Digital + OCAD University, Canada | **UX Research for ScreenMiner Qualitative Analysis Toolkit** | Mar 2022 - Feb 2023

- Conducted user research and developed a Qualitative Analysis Toolkit, improving user experience and accessibility in the film production industry.
- Co-authored a paper (**accepted in HCII 2024**) on "*ContentRank: Towards a Scoring and Ranking System for Screen Media Products*", demonstrating effective communication of complex information. (https://2024.hci.international/)
- Utilized various tools for data collection, information architecture, and prototyping, and supported the team with strategic insights, website organization, and navigation.

Honeywell Technology Solutions Lab, India | **Product Design for Turnaround Manager** | Apr 2019 - Nov 2021

- User-Centric Design: Led critical B2B touch screen interface projects at Honeywell's Airports Business.
- Content Management: Applied Agile methodologies, incorporating feedback into backlog and sprints for continuous enhancements, updating information as & when new data is collected from users/ Operations.
- Improving User Experience: Delivered the Honeywell Turnaround Manager, improving ATC and airfield ground activities by 30-40%.

MindtreeLTI, India & Singapore ∣ **Interaction Design for DBS Bank Singapore** ∣ Aug 2014 - Mar 2019

- Designed user experiences for diverse SaaS B2B and B2C projects across various global regions and industries such as Media, Hospitality, Tourism, Banking, Finance, Insurance, Consumer Products, and Manufacturing.
- Collaborated cross-functionally with development, product management, and design teams, utilizing lean methods and a double diamond design approach to consistently produce high-quality design artifacts adaptable to diverse contexts and requirements.
- Employed a range of tools - *Adobe XD* for wire-framing, *Figma*, *Sketch*, and *Adobe Photoshop*

EDUCATION

Master of Design in **Digital Futures**, 2023 ∣ OCAD University, Canada
Master of Design in **Interaction Design**, 2011 ∣ Indian Institute of Technology Bombay, India
Bachelor of Architecture, 2009 ∣ Bangalore University, India

SKILLS

- Sketching, Storyboarding, Interaction Design (UX), Human Machine Interface (HMI) Design, Responsive Web Design, Information Architecture, Wire framing & Rapid Prototyping,
- Usability testing, Eyetracking, heat map analysis, Heuristic Analysis, Contextual Inquiry, Persona Mapping, Customer Journey Mapping, Affinity Mapping, Usability Testing and methods like fly on the wall, card sorting
- Visual Design (UI), Design Handoff, Authoring Style guides
- *HTML5*, *CSS3*, *Javascript*, *jQuery*, *JSON*, Unity, C#, *Jira*, *Confluence*

CERTIFICATIONS / AWARDS

Accessibility for Ontario's with Disabilities Act (AODA), 2023 | OSG, Canada.
Technology Reviewer, 2023 | eCampus Ontario, Canada
TCPS2 Core Certificate in Research Ethics, 2022 | Government of Canada
Outstanding Performer of the Year, 2017 | MindtreeLTI

PORTFOLIO LINK

ananthac.framer.website