Anantha Chickanayakanahalli
PRODUCT DESIGNER

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ABOUT

A versatile product designer & researcher with a background in Human Computer Interaction and User Experience, I have worked in the technology industry for over 9 years specializing in B2B/B2C enterprise products that require application of design thinking and human factors to solve complex problems. I am skilled in conducting discovery workshops, crafting user journey maps, personas, creating service blueprints, brainstorming, card-sorting, contextual inquiry, conducting user interviews, conducting usability testing, and affinity mapping. I am committed to crafting immersive experiences through data-driven design and storytelling and clearly communicating the design process/results to stakeholders. I have worked on products for clients like Franklin Templeton, DBS Bank Singapore, Changi Airport, Dubai Airport, AVIS-Budget Co, Toyota, Unilever, Time Inc., VFS Global and have created customer facing apps that require high accessibility requirements like AA & AAA standard. I have built full HD & 4K HMI touchscreen User Interfaces adhering to ICAO International Aviation standard.

SKILLS

UX Design, UI Design, User Research, Information Architecture, Wireframing, Prototyping, Visual Design, Data Visualization, Storyboarding, UX Strategy, Authoring Style Guides, Mobile first design, Responsive Web design, XR Design

AWARDS

Outstanding Performer of the Year 2017 (Mindtree)

Mastermind Award (Mindtree)

Unstoppable Award (Mindtree)

A-Team Award (Mindtree)

CERTIFICATIONS

Accessibility for Ontarians with Disabilities Act (OSG, Canada · 2023)

Technology Reviewer (eCampus Ontario, Canada · 2023)

EXPERIENCE

Visual Analytics Lab, Ontario College of Art & Design University (MITACS Accelerate Fellowship) — *UX Researcher*

MAR 2022 - FEB 2023

- User Research and design of the extension for existing tools used by Film production staff for analyzing and measuring how their screen media product and content impacts audiences. The project looks at arriving at a deeper understanding of the success of a media product, its critical reception, and its impacts on audiences and applying the insights learned into the tool design.
- Worked on the framework and metrics for building a Qualitative Analysis Toolkit that will be at the background of the tool for assessing the impact of screen media products.
- Tools used - *Google Sheets* for collecting data, *Procreate* for information architecture/mapping, *Figma* for wireframing and prototyping

Honeywell — *Senior User Experience (UX) Designer*

APR 2019 - NOV 2021

- I have been a lead for various critical touch screen interface projects for Honeywell Airports Business (B2B). This included creation of both User Experience strategy as well as artifacts for the development team.
- The product called [Honeywell Turnaround Manager](#) (for Apron Controllers to operate gates) got shipped in 2021. It consists of a Desktop App (used in the ATC Tower) as well as a Manual Control Board Tablet App (used at each gate). It has provided a 30-40% increase in ATC and airfield ground operation activities in each airport. I have worked on Contextual inquiry and Usability Testing of the prototype created in *Axure RP* starting from creating the User Interview Scripts, getting gate management personnel and Apron Controllers to test them and give us the problems they see as well as all the inputs and feedbacks they have on it. We made them think aloud while using it so that we don't miss out any crucial user mental model inputs and generated the User Research Synthesis report from it. Many of the points went into Backlog while the rest were taken up in subsequent sprints (adhering to Safe Agile process) for incorporating those changes.
- Worked on updates for Engineering AirField Manager, a tablet interface for Air Field Maintenance engineers to be able to do critical time bound maintenance activities on the airfield.
- Developed many features for Air Traffic Control Interface, which is a 4K Touchscreen. Being a very high impact and mission critical UI, it follows the standards set by International Civil Aviation Organization (ICAO).
- Tools used - *MS Powerpoint* for wireframing and *Adobe Illustrator (Adobe Creative Cloud)* for Visual Design, *Axure RP* for creating Clickable Prototypes

Mindtree — *Design Consultant (User Experience Design Practice)*

AUG 2014 - MAR 2019

- User Experience Design for a diverse array of SaaS B2B and B2C projects for UK/EU/US, UAE & Singapore clients spanning industries such as Media, Hospitality, Tourism, Banking and Finance, Insurance, Consumer Products, and Manufacturing.
- UX project lead for two large digital transformation projects stretching for a year each (team of six designers). The first project (B2B) was in the Hospitality & Tourism domain and the second project (B2B) in Banking and Finance domain.
- Built a product in Mindtree from ground up with the Data Analytics Team for demand planning & assortment supply.

- Supported the Pre-sales team for RFPs (Request for Proposals) and sales pitches and worked on the delivery of the project after winning the RFP for multiple clients.
- Collaborated closely with development and product management teams working on lean methods and double diamond design approach where design diverges during discovery and converges when solutioning. I have consistently delivered high-quality design artifacts (wireframes, visual designs, clickable prototypes) during all the stages of projects (presales, proposal, and implementation) demonstrating my ability to adapt to different contexts and requirements.
- Received commendations from clients as well as from Mindtree organization for my work. I was awarded Outstanding Performer for the year 2017. I have received the following set of awards for multiple projects:- Mastermind (expert thinking), A-Team (exemplary team spirit), Hats Off (extraordinary results).
- Tools used - *Xmind* for information architecture. *MS Powerpoint*, *Adobe Fireworks*, *Adobe XD (Adobe Creative Cloud)* for wireframing. Figma, Sketch and *Adobe Photoshop (Adobe Creative Cloud)* for Visual Design. *Invisionapp* and *Justinmind* for creating Clickable Prototypes & simulating validation, *Zeplin* for design handoff of design specifications for development.

Ideus Concepts — *User Experience (UX) Designer*

JULY 2013 - SEP 2014

- Working as a designer within a small team (of four) allowed me to develop and excel in creating exceptional product experiences for a range of industries, including Tourism, Travel, Digital Marketing, and Electronic Design Automation, among others.
- This experience fostered a strong foundation in adaptability and versatility while delivering impactful design solutions across various sectors for B2Bs and B2Cs.
- Tools used - Sketch for creating wireframes, Xmind for Information Architecture and Adobe Photoshop, Adobe Illustrator for Visual Design

Symantec Software — *User Interface (UI) Designer*

JULY 2013 - SEP 2014

- I contributed to the design of the Web UI for NetBackup Appliance, a turnkey data backup solution tailored for small and medium-sized businesses. As NetBackup was a legacy Symantec product that primarily relied on a Command Line Interface, my team and I were responsible for creating a user-friendly web interface to enhance the experience for both existing and new users.
- My work helped transform the product by giving it a modern and accessible face, streamlining user interactions and broadening its

appeal.

- Tools used – *MS Powerpoint* and *Adobe Fireworks (Adobe Creative Cloud)* for creating wireframes

Ontario College of Art & Design University, Canada — *MDes in Digital Futures*

SEPT 2021 - JUNE 2023

Indian Institute of Technology Bombay, India — *MDes in Interaction Design*

AUG 2009 - AUG 2011

Bangalore University, India — *BArch*

MAY 2003 - JAN 2009