

PRODUCT DESIGNER & STRATEGIST

ANANTHA C

PROFILE

As a versatile product designer with 10 years of experience, I am actively seeking opportunities to grow and make a high impact in my next role. I am passionate about applying design thinking and considering human factors to effectively solve complex problems. My goal is to effectively identify user needs, create user-centric web experiences that excel in both functionality and visual appeal for public-facing digital products. I believe in the power of design to enhance user satisfaction and drive business success.

I specialize in designing responsive web applications with a strong focus on accessibility, adhering to high standards (AA & AAA). I am certified in *Ethical Conduct for Research involving humans (TCPS2)*, *Accessibility for Ontarians with Disability (AODA)* and I have been a *technical reviewer of products for eCampus Ontario*. Additionally, I have extensive experience in creating user interfaces for Full HD/4K Windows-based HMI touchscreens. The most challenging work I have done is designing interfaces for Air Traffic Controllers which needs to meet The International Civil Aviation Organization (ICAO) and involves creating platforms that adhere to regulations for aviation safety, security, efficiency.

Throughout my career, I've consistently prioritized effective communication of the design process and results to various stakeholders, conveying complex concepts in a clear and non-technical manner.

View my work here - <https://ananthac.framer.website>

SKILLS

- Interaction Design, User Research, Open & Closed Card Sorting (working with hierarchy of information, taxonomies), User journey mapping/Persona mapping, Information Architecture, Wire-framing, creating Low-fidelity & Hi-fidelity Prototype or mockups, follow best practices in conducting/facilitating Discovery Workshops/User interviews/questionnaires v or surveys/Usability Testing, working with metrics to present accurate conclusions/insights,
- GUI (Visual) Design, Storyboarding, Data Visualization, Authoring and aligning to Style Guides, Branding & Identity, working with microcopy, User centred content design/analysis
- Mobile First Design, Responsive Web Design, Knowledge of HTML5/CSS3/JS (intermediate), Unity (intermediate), C# (intermediate)

EXPERIENCE

UX LEAD DESIGNER, IRULE KIDS TV, CANADA – JULY 2023 - PRESENT

- Designing User Experience (ensuring age-appropriate and engaging) for Android app for children by putting them at the centre of the entire product and contextualizing spatial media for them. The app aims to provide diversified talents identification and development programs for children of ages 2 to 18.
- Collaborating with team (artists, and XR/mobile developers), following up with the product lifecycle – creation of user stories, gameplay, reward systems, level designs and delivering on responsibilities. Forming strategic partnerships with vendors/experts for working with AI/language/special needs and more.
- Tools used - *Figma* for level and interface design & information architecture, *Google Docs* for Test plan outline for MVP.

(FREELANCE) DESIGN CONSULTANT, CAMRADIO, US – SEPT 2023 - PRESENT

- Designing Brand Identity and Design Language System for Camradio. Collaborated with Camradio team to iterate and evolve their vision, design identity, typography, imagery, business collaterals
- Tools used - *Figma* & *FontLab* for visual design, *Unsplash* for imagery

(MITACS FELLOWSHIP) UX RESEARCH INTERN, OCADU + MAGNIFY DIGITAL, CANADA – MAR 2022 - FEB 2023

- User Research and designing of the tool used by Film producers for analyzing and measuring the success of a media product, its critical reception, and its impacts on audiences and applying the insights learned into the tool design.
- Helped in defining the framework and metrics that go into the back of the Qualitative Analysis Toolkit churning out the numbers/ranking and supporting the team with gathered insights, strategy and flows.
- Tools used - *Google Sheets* for collecting data, *draw.io* (web alternative of *Omnigraffle*) for information architecture/mapping, *Figma* for wire-framing and prototyping.

ADVANCED UX DESIGNER, HONEYWELL, INDIA – APR 2019 - NOV 2021

- Successfully delivered various critical B2B SaaS touch screen interface products (UX strategy + artifacts for the development team) for Honeywell Airports Business. The product called [Honeywell Turnaround Manager](#) (for

Apron Controllers to operate gates) got shipped in 2021 – Desktop App (used in the ATC Tower) + 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. Conducted contextual inquiry and usability testing of prototype, which included creating user interview scripts, testing with gate management personnel and apron controllers, and generating a user research synthesis report. Incorporated feedback into Backlog and subsequent sprints, adhering to Safe Agile process for continuous improvement.

- Worked on technical and functional design and architecture 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 wire-framing and *Adobe Illustrator (Adobe Creative Cloud)* for Visual Design, *Axure RP* for creating Clickable Prototypes

UX DESIGN CONSULTANT, MINDTREE, INDIA – AUG 2014 - MAR 2019

- User Experience Design for a diverse array of SaaS B2B and B2C projects for UK/EU/US, UAE & Singapore clients which cater to multiple levels or user roles and large amount of users. The projects I have worked on include industries such as Media, Hospitality, Tourism, Banking and Finance, Insurance, Consumer Products, and Manufacturing. Some of my work examples – franklintempleton.de internal investor portal for EU (AA standard which includes high contrast ratio of 4.5:1 between foreground and background along with other guidelines) & <https://visa.vfsglobal.com/can/en/gbr> & <https://visa.vfsglobal.com/zaf/en/dha> official partner of UK Visas and Immigration & the Department of Home Affairs in South Africa (AAA standard which includes high contrast ratio of 7:1 along with other guidelines).
- End-to-end development of a data analytics product for demand planning and assortment supply, supporting pre-sales efforts and successfully delivering projects for multiple clients.
- Collaborated across development, product management, and design teams, employing lean methods and a double diamond design approach. Consistently delivered high-quality design artifacts throughout all project stages, showcasing adaptability to various contexts and requirements.
- Tools used - *Xmind* for information architecture. *MS Powerpoint*, *Adobe Fireworks*, *Adobe XD* for wire-framing. *Figma*, *Sketch* and *Adobe Photoshop* for Visual Design. *InvisionApp* and *JustInMind* for creating Clickable

Prototypes & simulating validation, *Zeplin* for design handoff of design specifications for development, Metrics like *System Usability Scale (SUS)*

UX DESIGNER, IDEUS CONCEPTS, INDIA – JUNE 2013 - JULY 2014

- Developed turnkey B2B and B2C products for domains such as Tourism, Hospitality, Digital Marketing, and Electronic Design Automation.
- Tools used - *Xmind* for information architecture. *Adobe Fireworks* for wire-framing. *Adobe Photoshop* for Visual Design.

UX DESIGNER, SYMANTEC SOFTWARE, INDIA – JUNE 2013 - JULY 2014

- Designed the web user interface for NetBackup Appliance Product, a plug & play data backup solution for Small & Medium Size Businesses (SMBs) with application of interaction design principles like heuristics, gestalt, progressive disclosure of information, visual hierarchy of information.
- Tools used - *Xmind* for information architecture. *MS Powerpoint* for wire-framing.

CERTIFICATIONS/AWARDS

- **TCPS2 Core Certificate in Research Ethics** (Govt. of Canada, 2022)
- **Accessibility for Ontarians with Disabilities Act** (OSG, Canada, 2023)
- **Technology Reviewer** (eCampus Ontario, Canada, 2023)
- **Outstanding Performer of the Year 2017** (Mindtree)
- **Mastermind Award** (for bringing into project expert thinking in Mindtree)
- **Unstoppable Award** (for bringing into project consistent results in Mindtree)
- **A-Team Award** (for bringing into project exemplary team spirit in Mindtree)
- **Hats Off Award** (for bringing into project extraordinary results in Mindtree)

EDUCATION

OCAD University, Canada – MDes, 2023

- Link to Projects - <https://github.com/rewritablehere/digitalfutures> (Emerging Technologies), <https://github.com/persianmastersvoice> (Cloud based Music Archiving Portal)
- Tools used - *Unity*, *AR Foundation*, *AR Core*, *ARKit*, *Xcode*, *Android Studio* for mixed reality storytelling and deployment of mixed reality storytelling.

JavaScript, C#, Arduino, Touch Designer - Experiences and Interfaces installations.

Indian Institute of Technology Bombay, India – MDes, 2011

- Link to Projects - <https://tinyurl.com/ananthaDRS>
- Tools used - *Xmind* for information architecture. *MS Powerpoint*, *Adobe Fireworks* for wire-framing. *Adobe Premiere*, *Adobe Photoshop* & *Adobe Flash* for Animation/video, *Adobe InDesign* for creating report.

Bangalore University, India – BArch, 2009

- Tools used - *AutoCad*, *3d Studio Max* and *SketchUp* for 3d modelling & rendering, *Adobe Photoshop* for rendering.

REFERENCES

- Dr. Chris Kim - Project Supervisor (OCAD University + Magnify Digital, Canada) chriskim@ocadu.ca
- Jennifer Matokshi - Chief Executive Officer (iRule Kids Tv, Canada)
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- Unmesh Kulkarni - ex-Studio Director (Honeywell User Experience, India)
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