A N A N T H A C

INTERACTION DESIGN | VISUAL DESIGN | USABILITY

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

- o I'm an Information Designer and Immersive Storyteller in Greater Toronto. I'm captivated by how metadata connects our world. I blend form and function in my work, using data and design thinking to solve complex problems.

- o 10 years of experience in Enterprise Product Design and Human-Machine Interfaces (HMI) and two master's degree in Digital Media Design

- o I have designed for high accessibility (AAA Standard), 4k Touchscreens and Interfaces for Aviation Standards (ICAO). Certified in ethical conduct of research (TCPS2 Core) & AODA.

PROFESSIONAL EXPERIENCE

Rule Kids Tv Inc, Peterborough, ON • *Lead Designer*   *07/2023 - Present*

Designing an engaging and age-appropriate User Experience for an Android app tailored for children.

- o Placing children at the core of the product's design, prioritizing their needs and preferences. Contextualizing spatial media to suit their understanding and interaction. The app's focus is on offering talent identification and development programs for children aged 2 to 18, ensuring a diverse range of opportunities.
- o Working collaboratively with a multidisciplinary team, including artists and XR/mobile developers, throughout the product lifecycle. This involves crafting user stories, gameplay elements, reward systems, and level designs while ensuring accountability for deliverables. Additionally, establishing key partnerships with experts and vendors specialized in AI, language, special needs, and other relevant domains to enhance the project's capabilities.
- o Employing *Figma* for level and interface design & information architecture, *Google Docs* for Test plan for MVP.

Camradia, Los Angeles, CA • *Design Consultant*   *08/2023 - 09/2023*

Crafted Camradia's Brand Identity and Design Language System.

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

Magnify Digital + OCAD University, Toronto, ON • *Mitacs Accelerate Research Intern*   *03/2022 - 02/2023*

Conducted user research of film producers & their productions.

- o Co-authored a paper titled "ContentRank: Towards a Scoring and Ranking System for Screen Media Products Using Critical Reception Data," accepted for publication in the HCI International 2024 Conference Proceedings.

- o Developed metrics for a Qualitative Analysis Toolkit tailored to assess campaign success and provide actionable insights. This included determining impactful campaigns and conversion rates across various channels.
- o Contributed to defining the framework and metrics for the toolkit's backend, generating rankings and insights. Supported the team with strategic insights and flow development.
- o Utilized *Google Sheets* for data collection, *Procreate* for information architecture, and *Figma* for wireframing and prototyping.

Honeywell Technology Solutions Lab, *Bengaluru, INDIA • Advanced User Experience Designer*

04/2019 - 11/2021

Successfully delivered various critical B2B touch screen interface projects (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.

- o 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).
- o Tools used - *MS Powerpoint* for wire-framing and *Adobe Illustrator* (Adobe Creative Cloud) for Visual Design, *Axure RP* for creating Clickable Prototypes

MindtreeLTI, *Bengaluru, INDIA & Singapore, SINGAPORE • Advanced User Experience Designer*

08/2014 - 03/2019

Designed user experiences 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.

- o 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.
- o 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.
- o 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.

EDUCATION

Master of Design • OCAD University, Toronto, ON   *Graduation Year 2023*

Master of Design • *Indian Institute of Technology Bombay, INDIA*   *Graduation Year 2011*

Bachelor of Architecture • *Bangalore University, INDIA*   *Graduation Year 2009*

LANGUAGES

English   *Fluent*

German   *Beginner*

SKILLS

- *Sketching, Storyboarding*
- *Interaction Design (UX), Human Machine Interface (HMI) Design, Responsive Web Design*
- *Information Architecture, Wire framing & Rapid Prototyping*
- *Visual Design (UI), Design Handoff, Authoring Style guides,*
- *Usability testing*
- *HTML5, CSS3, Javascript*
- *Jira, Confluence*

CERTIFICATIONS / AWARDS

Accessibility for Ontario's with Disabilities Act • *OSG, Canada.*   *2023*

Technology Reviewer • *eCampus Ontario, Canada*   *2023*

TCPS2 Core Certificate in Research Ethics • *Government of Canada*   *2022*

Outstanding Performer of the Year • *MindtreeLTI*   *2017*

Mastermind Award **for bringing expert thinking in project** • *Unstoppable Award* **for bringing consistent results in project** • *A-Team Award* **for showing exemplary team spirit** • *Hats Off Award* **for bringing extraordinary results in project** • *MindtreeLTI*

          2015 - 2018

LINKS

https://ananthac.framer.website