

PRAJITHKUMAR AV :: USER EXPERIENCE & DESIGN

CERTIFIED USABILITY ANALYST (CUA)

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PORTFOLIO

<http://www.flickr.com/photos/prajithgovind>, <http://www.behance.net/prajithgovind>

QUALIFICATIONS

UI Design / User Experience Design & Direction – Certified Usability Analyst (CUA) from HFI

Over 12 years of hands-on experience with all stages of web and software product design and development, Extensive hands-on experience in designing digital products from concept to deployment. Usability, UX driven and user-centric, Information architecture, information design, interaction design, requirements gathering, wireframes, personas, task analysis, use case scenarios, process flows, branding, visual design, proof-of-concept prototypes, usability Evaluations and testing, and UI development and documentation.

UI / User Experience Design management – Expertise in leading small to medium sized cross functional teams in the product development and software development processes. Proven design leadership and team-building skills with solid people, personalities, Process and idea management experience.

EXPERIENCE

Sr. UX Designer - Manager - Techcil Technology Pvt Ltd, JULY 2011

UX design innovation and leadership on projects for a new web-based, Desktop, Touch based, integrated Hotel Booking application. Managing UX team of 6 designers, Responsible for the user experience, information architecture, user interfaces and interactions working closely with Product Managers, Architects, Analysts, and Developers. Focal point for all design deliverables and tasks: Site maps, wireframes, visual designs, quick prototyping, user scenarios, user task analysis, user goals, UI Style Guide and usability testing.

Sr. UX / Visual Designer - MphasiS an HP Company, MAY 2008 –NOV 2010(Team Lead)

Joined team to own and lead user experience, interaction design, and usability across all web and mobile products. Advanced to be a key decision maker on product strategy and concepts within a short time to also lead product development that met company vision, product direction and brand. Engage in Visualization, Animation and Graphic Design for Multimedia, UI Design and e-Learning courseware.

Conceptualize, design and develop Adobe Flash-based rich media applications, customizable interactive solutions and sales demos.

Sr. UX/ Visual Designer- IBM Bangalore, India (on Contract) APRIL 2007 – MAY 2008

User experience and UI design initiatives and deliverables for the redesign of the web Responsible for the on-time delivery and quality of all User Experience deliverables from strategy to deployment. Design presentations, information architecture, information design, interactive design, visual design, technical implementation, and defining graphic style and UI standards.

UX/ UI Sr. Designer – Manager, Learning Innovations India Pvt Ltd Nov 2005 – April 2007

Lead interface designer and user experience, user interface elements and page layout, and conducted usability testing for e – Learning Solutions.

Sr. UX/ Visual Designer I MEDIA (P) Ltd, Chennai JUNE 2004 – OCT 2005

Information architecture, interaction design, requirements gathering, wireframes, user surveys, personas, task analysis, use case scenarios, process flows, branding, visual design, proof-of-concept prototypes, usability evaluations and testing, and UI development and documentation.

United4 IT solutions Pvt Ltd, Kochi, APRIL 2001 – JUNE 2004

Develop wire frames, User Interface and Interaction Design for Websites. Engage in Visualization, Animation and Graphic Design of Multimedia and UI Design Conceptualize, design and develop Adobe Flash-based rich media applications, customizable interactive solutions and sales demos

SOFTWARE PROFICIENCY

Web Application:	Adobe Flash, html, CSS
Authoring Tools:	Adobe Flash, Adobe Director
Web Development Tools:	Adobe Dream Weaver, Adobe Flash
Design & Animation:	Adobe Photoshop, Adobe Flash
Video & Compositing:	Adobe Aftereffects, Adobe Premier
3D Modeling & Animation:	Autodesk 3D Max, Poser,
Sound Editing:	Sound Forge
Prototyping	MS Visio, Balsamiq, Axure

EDUCATIONAL QUALIFICATIONS

Certified Usability Analyst (CUA) – Human factors International - in 2012
GDM (Graduation in IT Management) – Indian School of Business and Management. - in 2011
Diploma in MULTIMEDIA & WEB Engineering - ARENA Multimedia. - in 2001
Diploma in Fine Art (K.G.T.E) -in 1995
Diploma in Electrical Engineering (3+1 years)Secured 65% - in 1993
T.H.S.L.C. (Technical High School Leaving Certificate)Secured 76.3 - in 1990)

EXTRA CURRICULAR ACTIVITIES

Yoga, Healing and Meditation: Practicing yoga and meditation, Taking yoga classes for those who suffer with mental and physical ailments.

Drawing and Painting: Drawing landscapes, portraits, caricatures, illustrations, painting on canvas with oil and all other media (water, Oil, Acrylic, Pastel, etc.)

PERSONAL DETAILS

Marital Status: Married | Nationality: Indian