Aravind M Potadar

Lead UX Designer

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* Currently spearheading as Lead UX Designer with Canarys Automation Pvt. Ltd., poised to contribute experience, innovative graphic artistry, evolving new style and methodology to produce highest caliber designs, utilizing most current technologies & collaborative brainstorming strategies.
* Work closely with the product managers, marketing and business teams, brainstorming the ideas and execute them till the last level. I interact with key stakeholders to understand product requirements, roadmap, vision and provide design solution through development of low/high fidelity wireframes, interactive prototypes, digital mockups and functional specifications.
* Strong understanding of interactive experiences and design principles.
* Ability to think creatively and conceptually while delivering results.
* Possess strong conceptual and design skills and assist the Project Manager in improving the conceptual, technical and creative performance of staff within the group.

**EDUCATIONAL CREDENTIALS**

Bachelor of Fine Arts (BFA) 2002

**Specialization:** Applied Art (Commercial Art)

**University:** Kuvempu University College of Fine Arts, Davanagere

**CERTIFICATES**

Certified User Experience Design for Web, Enterprise and Mobile

*Design Incubator Research & Development Labs*

**PROFESSIONAL EXPERIENCE**

**CANARYS AUTOMATIONS PVT. LTD.** *March 1st 2010 – Till Date*

Lead UX Designer

**Projects Handling:** Managing & Designing the Mobile Applications & Web Applications

* Coordinate with the technical team to maintain the creative standards before its delivery to the client.
* Act strategically when identifying project deliverables, think before designing, support the project goals, support the business goals and determine design plan.
* Guide the design team to come up with new designs based on specific themes and requirements from customers.
* Provide original creative vision & leadership for Mobile Applications, Web Applications & Product Designs.
* Work closely with a project manager to schedule projects and coordinate production.
* Provide first-level management and mentoring of graphic design staff, and other staff as designated by senior management.

**ACCLAIM SOFTWARE SERVICES PVT. LTD.** *Nov 2007 – Jan 2010*

Sr. Creative Designer

**Projects Handled:** Managing & Designing the company’s websites

* Designing websites based on MMORPG game themes.
* Provide original creative vision & leadership for advertising campaigns, product designs.
* Define performance objectives and provide monitoring of creative design team members.
* Work closely with a Creative Director to schedule projects and coordinate production.
* Work with marketing and sales team to maintain the design road map so that creative department is able to provide high quality design solution as per the business needs.

**GLOBAL AURA** *Nov 2006 - Nov 2007*

Web Designer

**Projects Handled:** Websites for small scale business as well as Government projects.

**SIVA SOLUTIONS PVT. LTD.** *June 2006 - Nov 2006*

Web Designer

**Projects Handled:** Creating Websites for Dentists in USA

**EXCELLA SOFTWARE TECHNOLOGIES** *July 2004 – June 2006*

Web Designer

**Projects Handled:** Websites for small scale business as well as major projects.

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**SKILLS**

Photoshop, Illustrator, Dreamweaver, HTML & CSS, User Interface, User Experience, Composition, Creative Design, Branding

**PROJECTS**

**Guru-G**

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| Team Size: | 6 |  |
| Responsibilities: | Interaction with key stakeholders to understand project requirements, workflow, and vision and provide design solution through development of low/high fidelity wire-frames, interactive prototypes, digital mockups and functional specifications. I Worked closely with the project managers, development teams to brainstorming the ideas and execute them till the last level. | |
| Used tools: | Photoshop, Illustrator |  |

**AppLuvr**

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| Team Size: | 20 |  |
| Responsibilities: | My responsibilities were to coordinate user experience projects by defining, and prioritizing usability improvements to align with corporate goals and business objectives. Plan and propose innovative changes to UI design, information architecture, interaction, and design processes. Providing guidelines and UI related assets to development team and interact with development team for UI related issues. | |
| Used tools: | Photoshop, Illustrator |  |
| Link: | <https://play.google.com/store/apps/details?id=com.verizon.appluvr> | |

**SmrtTFS**

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| Team Size: | 7 |  |
| Responsibilities: | I interact with key stakeholders to understand project requirements, workflow, vision and provide design solution through development of low/high fidelity wire-frames, interactive prototypes, digital mockups. Design support for development team during integration. | |
| Used tools: | Photoshop, Illustrator |  |
| Link: | <https://play.google.com/store/apps/details?id=com.canarys.vsts.tfs> | |

**Manage My SMS**

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| Team Size: | 7 |  |
| Responsibilities: | Worked closely with the project managers, development teams to brainstorming the ideas and execute them till the last level. I interact with key stakeholders to understand project requirements, workflow, and vision and provide design solution through development of low/high fidelity wire-frames, interactive prototypes, digital mockups and functional specifications. | |
| Used tools: | Photoshop, Illustrator |  |
| Link: | <https://play.google.com/store/apps/details?id=com.canarys.manage.sms> | |

**Musiguru**

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| Team Size: | 7 |  |
| Responsibilities: | Work involved Research & Analysis, making Workflows, User Journey & Design Mockups. Developing Information Architecture, Style Guides (GUI), and other related design documentation for the website to look more interactive.  Worked closely with the client and development team, to design User Interfaces for the website and mobile app that were innovative, intuitive & up to date with the latest design trends. | |
| Used tools: | Photoshop, Illustrator |  |
| Link: | <musiguru.in> (website) | |
|  | <https://itunes.apple.com/us/app/musiguru/id530432717?mt=8> (iOS application) | |

**Canongate Golf**

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| Team Size: | 4 |  |
| Responsibilities: | - Gathering Information, Information Architecture, Flow chart, paper prototype, wireframe & designing the UI mockups.  - Creating Icons for application.  - Work closely with a project manager and client regarding UX and UI deliverables.  - Co-ordinate with programmers during production and fixing UI issues. | |
| Used tools: | Photoshop, Illustrator |  |
| Link: | <https://play.google.com/store/apps/details?id=com.shortgrasstechnology.golf> | |