SAMUDHIRAM.L

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CAREER OBJECTIVE:

A full time permanent position to help an organization solve complex business and user problems in creative ways by focusing on the end user to design products that work, are fun, easy to use, and profitable. Also, to work hard and achieve great heights by being Innovative, Visualize, Creative, Flexible and Responsible in a challenging position. Seek a balance of hands-on leadership responsibilities.

PROFESSIONAL SUMMARY

- **15+ years of experience** in UX/UI (interactive, visual and user Interface) Designs.
- Led user experience strategy, user research, UI information architecture, interaction design, usability testing & UI design for Desktop, Mobile and Touch interactivity, for clients across multiple industries.
- Conduct multiple usability studies and techniques used include task analysis, contextual inquiry, heuristic evaluation, surveys, card sorting, prototyping and open interviews. Deliverables include statistics, recommendations for improvement, analysis of highlights, wireframe, design comps, and prototypes.
- Translating project requirements and task flows into visual mock-ups/wireframes/prototyping layouts, conceptualizing, User Interface designing, User Experience Designing, User Interaction Designing, UI information architecture, navigation design and responsive design for all devices.
- Strong understanding of usability and accessibility, (basics in) designing and development of HTML with CSS frameworks.
- Worked independently and also in groups in creating prototype UI Designs including UI information architecture, development of user interfaces for various UI applications.
- Involved in implementation of brand UI guidelines, corporate brand standards in all aspects of design and development.
- Proven track record of being consistently proactive, innovative and result-oriented.
- Have been exceptional in motivating team members. Versatile team player as well as independent contributor with good problem solving and interpersonal skills.
- Creative, innovative and resourceful with ability to handle multiple projects.
- Compilation of Engineering Projects, Product Demos and Corporate Presentations.
- Ability to complete assigned projects within limited time frame.
- Highly experienced in design and implementation of complex.
- Enjoy the challenge of enhancing User Experience through the fusion of design and usability.
- Quickly learn and skillfully apply new applications and technologies.
- A deep understanding of marketing communications strategy and various advertising models.

SKILL SET

- Critical, creative and convergent thinking on scenarios and task flows.
- Expertise in creating task flow patterns into visual mock-ups/wireframes/prototyping layouts.
- Improved UI Designs with Functional flow and conducted in-lab usability studies.
- Developing XAML assets using Microsoft Expression Design and Illustrator.
- Create Iconography, color palettes, and other visual elements for applications.
- Converting XAML assets into Microsoft Expression Blend for interaction.
- Visual strengths on colors and typography.
- Creating Splash Screens and Graphical User Interfaces.
- Logo Designing/Graphic Designs/Printing Technology.
- 3D Modeling/Architectural Modeling and Texturing.
- High & Low Polygon (LOD) modeling.
- Web Designing/Flash animation Intros.

EDUCATIONAL QUALIFICATION
- Master of Arts - Public Administration, 2007 – TNOU – Chennai

TECHNICAL QUALIFICATION
- Advance Diploma in Multimedia (ADIM) Artline Graphics Pvt. Ltd., Chennai.
- Quick Pro in 3Ds Max and Web Application Arena Multimedia (Aptech Limited), Chennai.

PROFICIENCY TEST
- JLPT (Japanese Language Proficiency Test) – Level-4 – 2006, Dec. Nihongo nōryoku shaken

TECHNICAL SKILLS
- Microsoft Expression Design
- Microsoft Expression Blend
- Morae
- Adobe Photoshop
- Adobe Illustrator
- 3D Studio Max
- Adobe DreamWeaver
- HTML / CSS / XAML
- Sound Forge

GOOD EXPERIENCE
- Usability
- Product design
- Graphic design
- Interaction design
- UI information architecture
- Visual Mock-ups
- Prototyping
- Interface Layout
- Interface design
- Visual design
- Design culture evangelism
- Logo design
- Icon creation
- Typography
- Flash animation
- PPT presentation
- Animated banner
- Printing Technology
- Windows, Web and Touch (Kiosk, iView, Tablets and Mobile) Application design
- WPF (Windows Presentation Foundation) / Silverlight Technology
- 3D Modeling (Production, Games) / Architectural Modeling and Texturing

WORK EXPERIENCE

Bally Technologies Pvt. Ltd.   July '08 – Till Date

Lead - User Interface Analyst

Responsibilities

- Develop task / UI work flow architect based on business and user needs.
- Creating page layouts, Conceptual Design, High/Low Fidelity Prototyping.
- Perform heuristic evaluations to assess usability of user interfaces.
- Develop new concept and ideas in designs.
- Develop UI design for Desktop, web and Touch (Kiosk, iView, Tablets and Mobile) devices.
- Created more than 1000+ icons in different styles for different UI's.
- For better user experience, implemented Empathy map designs for certain projects.
- Translating task flows into visual mock-ups/wireframes/prototyping layouts of the concepts.
- Maintaining UI Design Standards.
- Working with Team and / or business analysts to understand user needs, business and functional requirements to develop interactions and navigation systems.
- Responsible for the visual quality, overall look and feel of the UI.
- Conduct usability studies; create plans, recruit participants, analyze and present findings.
- Identify and provide recommendations addressing usability issues through heuristic evaluations.
- Conduct multiple usability studies range in size from 5-10 participants.
- Managing the offshore UI design team, leading them with flow charts and activities for the final UI design, conducting weekly review sessions on the affairs of the design project.

Award

- Awarded "Leadership In Innovation" for creating new concepts and ideas in user interface designs as a team.

IdentityMine Inc.   Mar '07 – May '08

Sr.Graphic Designer

Responsibilities

- Interacting with end users and create designs according to usability requirements.
- Designing Icons for desktop and web based application
- Designing the user interface, based on the clients brand image
- Developing the information architecture
    a.   Sitemap
    b.   Task flows
    c.   Wire frames
- Converting the user interface design into HTML and XAML based on the wire frames
- Developing the CSS User Interface
- Developing interactive flash movies
- Developing UX Designs and Icons using Microsoft Expression Design and coordinating with developers in developing the application through Microsoft Expression Blend.
- Customizing share point using share point designer.
- Developing UI designs by XAML and HTML pages.

Infoview Technologies Pvt. Ltd.   Feb '04 – Feb '07

Sr.Graphic Designer

Responsibilities

- Web & Graphic design
- Icons designing for projects
- Project Management & Client Interaction
- Corporate Presentations
- 3D Architectural Modeling
- Flash Animation
- Product Demo's
- Introduction for the web site (Flash / Silverlight)
- Template Design
- User Interface Design
- Final Testing (Design Integration)
- Application design
- Developing flash components for web applications
- Developing design for Print Media

3D Elusion Pvt Ltd.   May '2000 - Jan '04

3D Artist

Responsibilities

- Developed 3D Models for Games
- Texturing (256X256 & 512X512) for 3D Models
- Low level Polygon (LOD) models for PC games
- High level of detailed models for PS2, Xbox and Game cube
- Environmental objects for 3D game
- Landscapes for 3D Game

ArtLine graphics Pvt Ltd.   Mar '99 - April '2000

Creative Designer

Job Responsibilities

- Graphic & Website design
- Splash screens
- Walk through Presentations
- Created Brochures / Pamphlets for clients
- Wrapper designs for a pharmaceutical companies
- 3D Models for Industries, Machinery, Products, Office Model and 3D Games

PERSONAL DETAILS

Father's Name	:	E. Lakshmipathy
Mother's Name	:	L. Suseela
Date of Birth	:	07-10-1979
Sex	:	Male
Marital Status	:	Married
Nationality	:	Indian
Languages Known	:	English, Tamil and Telugu
Passport	:	G4198434 [Renewal Date: 27/07/2017]

Place   : Chennai

Date   :   **Samudhiram. L**