

Experience

UX architect at FanFueled

Jun 2012 - Present

FanFueled is an engagement marketing company that builds social gaming solutions for brands, artists, and festivals. We use patented software to track the ripple of influence, incentivizing peer-to-peer marketing.

Platinum Nights:

Worked on front-end for Platinum Nights fan engagement project.

Worked on creating responsive web app for mobile and desktop

Created solutions for optimizing page load and app performance to improve user experience.

FanFueled Engage:

Developed UI for FanFueled e-commerce platform and profile pages.

Designed mockups for Mobile and Tablet UI for brand pages and user profile pages to improve usability and encourage participation.

Redesigned and developed DIY wizard for brand page creation on FanFueled Engage platform.

Developed front-end using responsive frameworks for a mobile and table friendly FanFueled web applications.

Developed custom plug-ins for various functionality on FanFueled engage web platform.

FanFueled Events:

Created new UI designs and process flow for easy ticket purchase and checkout process.

Designed event tickets and order confirmation emails and coded for multi-device and print layouts.

Designed UI, prototype and developed front-end for FanFueled Box-Office web app.

Developed Mobile web app for FanFueled Event pages and mobile checkout.

Conducted heuristic analysis, Competitive analysis and User testing for redesigning FanFueled Events

Other:

Developed responsive and parallax company home page.

Redesigned and developed front end for sites integration to show common branding and theme.

Designed UI and created wireframes, hi-fidelity mockups and prototypes for various projects at FanFueled

Redesigned and developed many more features to improve user experience.

UI Designer Intern at FanFueled

Jan 2012 – Jun 2012

Designed UI for event creation wizard and ticket purchase process

Created UI, wireframes, and interactive prototypes for engage platform.

Developed front-end for various UI components on Engage

Designed and developed ticket widget that can be embedded on other sites.

User Experience & Content Developer at OISS, DePaul University

Jan 2011 - Dec 2011

Designed user interface for the office student check-in touch screen application

Created designs and developed better website navigation to improve content accessibility

Created educational video tutorials, event fliers, designed handouts & information booklets for international students.

Created site maps, surveys and conducted card-sorting to create top-down information architecture of the International students' office website.

Web Developer Intern at Mobile Media Division at VeriSign

Jun 2009 - Dec 2009

Developed a Web based monitoring and reporting app for the PictureMail and MMS platforms.

Designed the app architecture and implemented in object oriented code using Java and Perl.

Designed & implemented the database to store and serve millions of data points.

Analyzed various data visualization APIs and implemented in the project using Java applets for visualizing server performance data.

Designer at Association of computer Science, BITS-Pilani University

Aug 2008 - May 2009

Designed and developed the association web site.

Designed logo, certificates, fliers, invitations and t-shirts for the association

Education

DePaul University, Chicago, Illinois

Masters, Human Computer Interaction

Birla Institute of Technology and Science, India

Bachelor of Engineering (Hons) – Computer Science

Academic projects:

Social Media and Experience strategy for GATC (Genesis at the Crossroads)

Worked with GATC organization to plan and created a Social media and experience strategy map.

Exploratory Study on Indie music sharing

Performed an exploratory study on “Need for Indie music sharing website/App”

Created personas, collected surveys and conducted interviews

Analyzed data using qualitative coding techniques to support the study

Foodi app (Delicious experience and Recipe sharing app)

Developed concept, wireframes and high fidelity mockups for the ‘Foodi’ app

Performed usability testing with prototypes.

TwoGo service (Car-pooling and Trip sharing application)

Developed concept and mockups for carpooling app “TWOGO”

Created mid and high fidelity interactive prototypes in Axure.

Information architecture on College of computing and Digital Media website

Collected freelists, performed card sorting using Websort, analyzed the data and created suggestive wireframes.

Skills & Expertise

UX skills

User Interface (UI) Design

Interactive prototyping

Rapid Prototyping in HTML/CSS and JavaScript

Graphic Design

Information architecture

Wireframing /Hi-fidelity Mockups

Usability Testing

Data Analysis

Site maps, Personas and Scenarios

Technology and Tools

Front-End: HTML (HTML5), CSS (CSS3), JavaScript, JQuery, Responsive web design

Prototyping: Axure, Invisionapp, Flash, Flash Catalyst.

Wireframing: Omnigraffle, Sketches, Balsamiq, Indesign, Visio

Design: Photoshop, Illustrator, Fireworks, Keynote

More projects and design work can be found at www.sravankacha.com