

# SUHASINI JOHN GADAM

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## OBJECTIVE:

Using my creative skills and intuition, I want to design beautiful responsive products to enhance user experience.

## EDUCATION:

<b>M.S.Engineering Management (GPA: 3.8/4.0)</b>	<i>International Technological University, San Jose, CA, USA</i>	<b>May'15 – Jan'17</b>
<b>M.B.A (Marketing) (GPA: 3.7/4.0)</b>	<i>Indira Gandhi National Open University, Hyderabad, India</i>	<b>June'11 – June'13</b>

**COURSEWORK:** UI/UX: User Interfaces and User Experiences, HTML/CSS Programming, JavaScript Programming, Software Engineering, New Product Management, Engineering Project Management, Principles of Engineering Management, Management Global Information Systems Projects, Organization Leadership Theories, Macroeconomic Theory

## LANGUAGES AND TOOLS:

- **Languages:** HTML, HTML5, CSS3, JavaScript, jQuery, jQuery UI, AJAX, AngularJS
- **Wire framing tools:** SketchUp, Balsamiq, NinjaMock, Adobe Photoshop, Illustrator
- **Frameworks:** Bootstrap, WordPress, Salesforce.com

## EXPERIENCE:

- **UI/UX Designer (Freelance)** **San Jose, California, USA** **Nov'15-Present**
  - Wire-framing user friendly mobile app screens and product release/marketing strategies for mobile apps.
  - Designing single page web apps and full-fledged websites with information architecture, content, images and animations.
  - Designing flyers, posters, brochures, business cards, etc, with clear fonts and good color schemes to enhance user readability.
  - Project management of different projects, encompassing collaboration of global project teams, budgeting, scheduling and marketing.
- **Marketing & Media Manager** **Accelerize 360, Hyderabad, India** **Aug'11-April'15**
  - Worked on projects – Michigan Ross School of Business, Tree of Life, Best Brains, The Network, and Integral – on components such as Wave Analytics, Pardot and Zendesk on Salesforce.com.
  - Customized web layouts to fit business requirements & improved customer engagement by 2x.
  - Built & enhanced training manuals for users. Designed and implemented social media strategy, company logo and website.

## PROJECTS

- **Suhasini Gadam - My Portfolio Website** [<http://suhasinigadam.com>]
  - Designed and implemented the website using HTML5, CSS3 and Bootstrap.
  - Focused on each section and navigation of the website; used images, figures and quotes to add to the personality of the website.
- **Turingify - Startup Company Website** [<http://turingify.com>]
  - Designed and implemented the website using HTML5, CSS3 and Bootstrap.
  - Focused on enhancing content in separate sections and designed eye-catching color-schemes, fonts, images along with quotes.
- **Profils - Location-aware Android App** [<https://play.google.com/store/apps/details?id=com.prasad.profilsworld>]
  - App allows users to set a radius for some location and changes the phone mode to silent/vibrate when the user enters the location.
  - Simplified user interface to make it cleaner and more intuitive. Improved user response by 2x.
  - Designed Google Play release strategy and coordinated PowToon video release product marketing.
- **SensU - Context-aware technology for Mobile Intelligence** [<https://play.google.com/store/apps/details?id=com.prasad.SensU>]
  - This is a context-aware Android app that can sense user activity with the help of accelerometer and proximity sensors.
  - Developing advanced settings of navigation and user profile page for version 2.0.
  - Designing Google Play release strategy and creating PowToon video for product marketing.
- **Aura - Fashion Accessories Website**
  - Designed and implemented the website using HTML5, CSS3 and Bootstrap.
  - Focus given to layout and position of objects on the page based on heavy user website interaction.
  - Version 2.0 will contain products inventory, billing invoices, forms and Google Analytics.
- **Neurons - Child/Sports Psychology Counseling Website**
  - Designed and implemented the website using HTML5, CSS3 and Bootstrap.
  - Designed clean separate content holders for easy readability and top bar menus for quick navigation.
  - Version 2.0 will contain enhanced content development and better user-centered design.
- **RELA - Single Page Web App**
  - Designed a simple “real estate listing” web app using Angular JS and Bootstrap.
  - Focused on creating custom filters and user-centric design where the users can easily create, edit and delete data as per their needs.