




Suhasini Gadam

UI/UX Engineer

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Work Experience:

Codeforce 360 — **Product Manager** — Jul'13 - Aug'15

- Implemented custom web layouts to fit business requirements to improve customer engagement by 2x.
- Designed and implemented customized CRM solutions on the Salesforce.com platform and improved customer retention by 5x.
- Participated in design sprints and built solutions like dynamic dashboards to provide users with a visual view of end-customer analytics.
- Redesigned and implemented corporate website simplifying the navigation and user flow process.
- Established templates for coding design mock-ups and wireframes.
- Designed and implemented interactive marketing communications campaigns through Salesforce.com.

Recent Projects:

- **Marketing Campaign for L. L. Bean:** Created an interactive element to the company's website in a design sprint with the objective of increasing awareness for women's outdoor activity gear.
- **ePhoto Album:** Working on an online, interactive photo album design that will help users organize and showcase super quality photographs.
- **Aura E-Commerce Website:** Designed and built a website for fashion accessories with crisp images, easy navigation and engaging animation play.
- **Trails Web App:** Created a web app for a social networking site for movie lovers to easily create and share their very own movie trailers. Also created a logo and a style guide document for the web app.
- **PokeBug Android App:** Conceptualized and designed a mobile app for gamifying the experience of alarm clocks and notifications.

Profile:

I strive to create intuitive and simple, yet delightful user experiences, right from conception to implementation. I constantly challenge myself to learn new skills and technologies in interface design and front-end development.

Technical Skills:

HTML, CSS, Bootstrap, Responsive Design, JavaScript, jQuery, Angular JS, SaaS, Salesforce.com

Tools:

Sketch 3, Balsamiq, NinjaMock, Photoshop, Illustrator, InDesign, Invision, Proto.io, iMovie

Design Skills:

Design Sprints
User Research
Personas
App features
User Centric Design
Information Architecture
Story Boards
User Flow Charts
Sitemaps
Mock-ups
Wireframes
Prototypes
Typography
User Feedback Loops

Education:

MS Engineering Management - ITU, CA
MBA (Marketing) - IGNOU, India
