NAME

Sujith Anand

PORTFOLIO

2015-16 UX Design & Research projects

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ABOUT ME

ABOUT ME

I recently moved to Bangalore, India after a successful internship at IBM Studios, Boeblingen, Germany as a UX Design and Researcher. At the moment, I am working for Emocial Ltd as a Freelance UX Designer.

I am also graduating from a dual master degrees in Human Computer Interaction and Design from University College London, UK (London) and KTH, Royal Institute of Technology, Sweden (Stockholm).

Before this dual masters, I also hold a MSc degree in Advanced Computer Science from Newcastle University, UK. During this MSc period, I decided to pursue another MSc program since I loved the concept of User Centered Design (UCD).

I was introduced to UCD during Master thesis. The notion of designing a product or an application by doing research and involving users all the time inspired me to learn more about UCD in depth and detail.

Before moving to UK, I graduated Bachelors in Information Science & Engineering from BMS college of Engineering in Basavangudi, Bangalore, Karnataka (India).

During dual MSc programme, I worked on multiple jobs starting with Microsoft, UK as a User Research Intern and Master thesis student. Later, worked as a UX Design Intern for Emocial Ltd in London, UK. Then, finally worked as a freelancer to a charity group as a UX Designer.

I am a digital native person with close to two years of work experience in designing and researching responsive digital applications from start-up to multi-organizational level.

My motto is to create a good user experience which indeed leads to a good design. So my passion is to provide those experiences for the end users

CURRICULUM VITAE

WORK EXPERIENCE

Freelance UX Designer @ Emocial Ltd, London
May 16 - Present

Responsible for improving the current application to achieve better user experience and clean up visual work

UX Design & Research Intern @ IBM Studios, Böblingen
Feb 16 - Present

Worked on two different projects as UX Designer and UX Reseaercher creating paper sketchs, low-mid fedilty wireframe design, wireframe testing, Interviews, Design walkthroughs with business partners and internal IBM users.

Freelance UX Designer @ Non-Profit, London
Sept 15 - Oct 15

Worked on designing responsive web application along with personas, Information Architecture, Task Flow, Paper Sketches, Low-mid fidelity wireframes.

UX Design Intern @ Emocial Ltd, London
Mar 15 - Aug 15

Responsible for creating responsive web application which captures and enriches thousands of customers profiles every month.

EDUCATION

MSc Human Computer Interaction & Design @ UCL, London
Sep 14 - Sep 15

MSc Human Computer Interaction & Design @ KTH, Stockholm
Aug 13 - Jul 14

MSc Advanced Computer Science @ Newcastle University, Newcastle, UK
Sep 11 - Sep 12

BSc Information Science Engg @ BMSCE, Bangalore, India
Jun 06 - Apr 10

SKILLS

Design

Storyboard
Scenarios
User Journeys
Task Analysis
Sketching
Wireframes
Prototyping
Responsive Design

Research

Survey
Internview
Focus Group
Dairy Study
Heuristic Evaluation
Competitive Evaluation
Usability Testing
Empathy Maps
Personas

Software

Sketch
Photoshop
Illustrator
Balsamiq
InVision
Proto.io
Azure
NVivo

Methodology

Agile (Scrum)
Waterfall

Programming

HTML (Begineer)

LANGUAGE

English

Kannada

Telugu

Tamil

Hindi

WORK PROJECTS

IBM BPM

IBM Business Process Manager (BPM) is a full-featured, consumable business process management platform. It includes tooling and run time for process design and execution, along with capabilities for monitoring and optimizing work that is executed within the platform.

It is specifically designed to enable process owners and business users to engage directly in the improvement of their business processes.

IBM Business Process Manager is available in on-premises and cloud configurations. It is designed to support mobile devices, features case management capabilities across its product editions and operates with a single process server or in a federated topology.

INSIGHTS

Role

UX Design & Research Intern

Duration

5 months (February to June 2016)

Place of work

IBM Studios, Böblingen (Germany)

Application

Design: IBM BPM (Business Process Manager) Process Portal
Research: Operational Intelligence

Design brief (or Epics in IBM terminology)

Design - Epic 1: Re-design of process & team performance view
Epic 2: Re-design of Processes view

Research: Analyse interview information

Responsibilites

Design & Research: paper sketches, low-fidelity Wireframes, Affinity Mapping

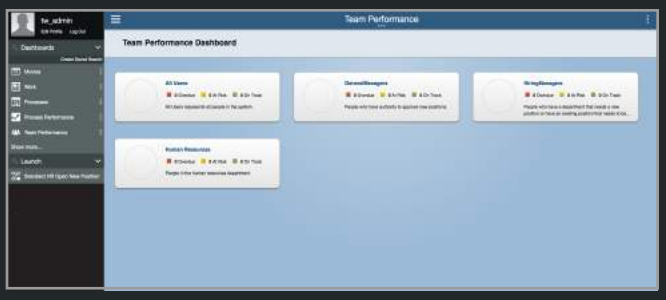
Project Methodology

Waterfall

Software

Design: Adobe Photoshop, Sketch
Research: Mural.ly

This project was manged by a Visual Designer (VD). At that time, only one designer handled one or more epics within BPM Design team. I requested to contribute in this project. The VD and Design lead agreed for my involvement. At first, it was tough to understand the BPM Process portal but I quickly understood the application within no time. I started to contribute with research and design activiites.



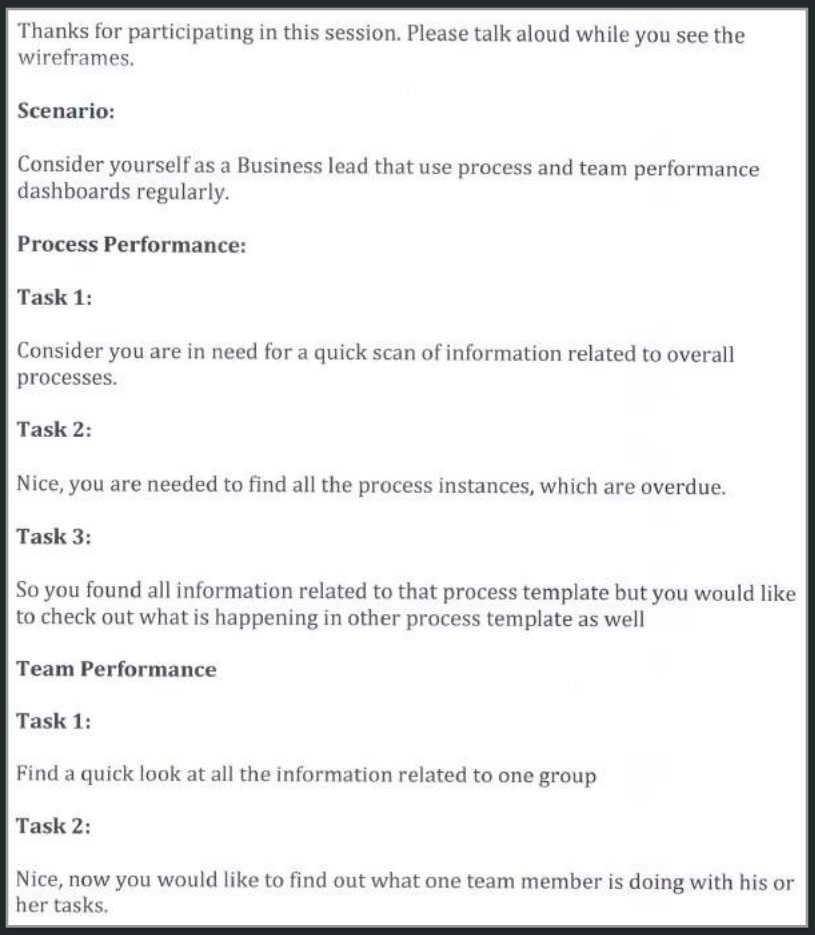
Snapshots from IBM BPM Process Portal 8.5.6

The project had two design epics. They were related to Processes and performance (team and process) sections. These two sections are usually accessed by two types of end users i.e., Business end user (Task workers) and Line of Business users (e.g., Team Owner, Process Owner).

The focus of these epics were towards redesigning and providing responsive behaviour over multiple devices. Since certain section content were overlaping. We decided concentrate on consistancy of information layout across the three section and provide seemless interection for end users while using the application. Additionly, we were always designing for same behaviour over mutliple devices i.e., desktop, tablet, mobile.

In our first brainstorming session, we started to identify the pain points from the two epics. Later a quick low-fidelity wireframe was produced for a user test. The user test was like a wireframe walkthrough. Two internal IBM users took part in the user test session. These users had working experience of using IBM BPM Process Portal.

During the user test session, users were immersed into a scenario with multiple tasks. This helped us to identify their pain points and collect their opinions to overcome their pain points.



Thanks for participating in this session. Please talk aloud while you see the wireframes.

Scenario:

Consider yourself as a Business lead that use process and team performance dashboards regularly.

Process Performance:

Task 1:

Consider you are in need for a quick scan of information related to overall processes.

Task 2:

Nice, you are needed to find all the process instances, which are overdue.

Task 3:

So you found all information related to that process template but you would like to check out what is happening in other process template as well

Team Performance

Task 1:

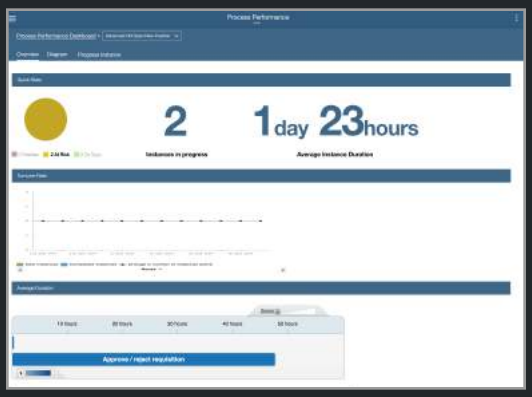
Find a quick look at all the information related to one group

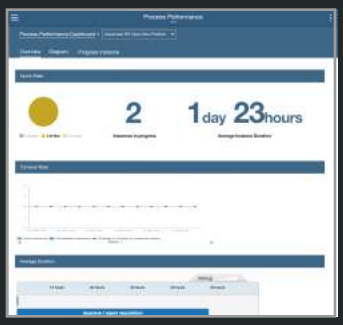
Task 2:

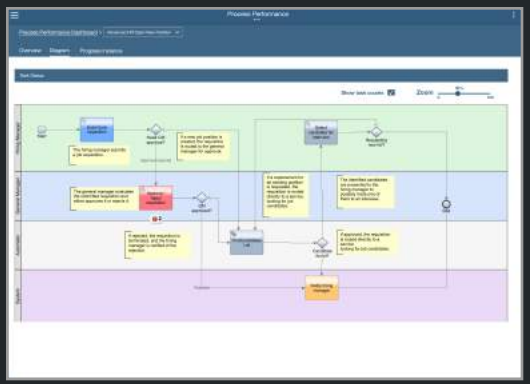
Nice, now you would like to find out what one team member is doing with his or her tasks.

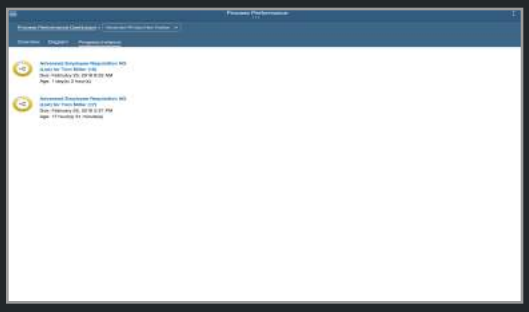
Scenario and tasks used for user test session

The wireframes were produced in desktop, tablet and mobile versions and printed on papers for user test session due to the time constraints. The wireframes used for user test session is shown below.



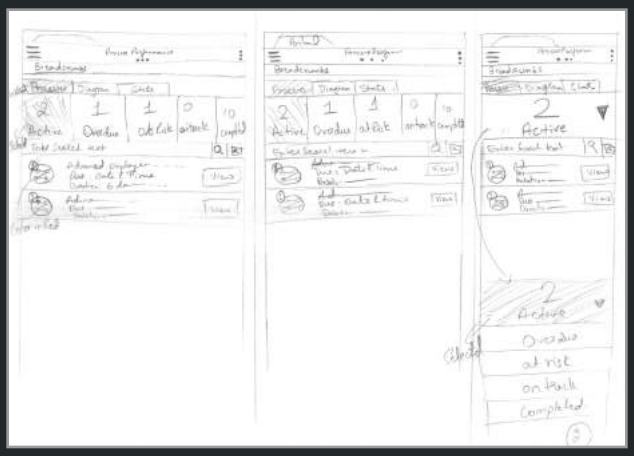


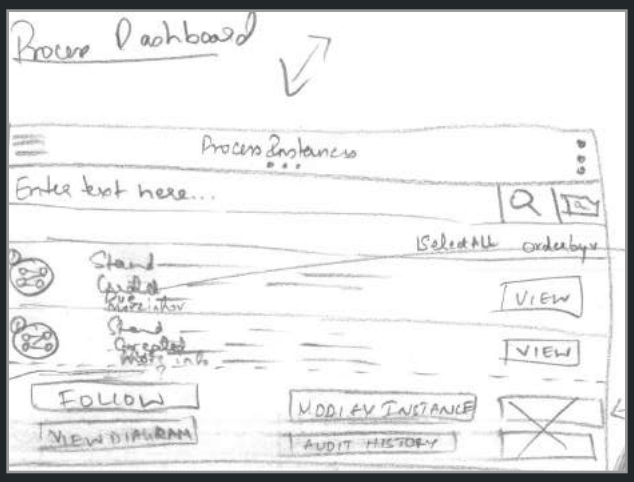


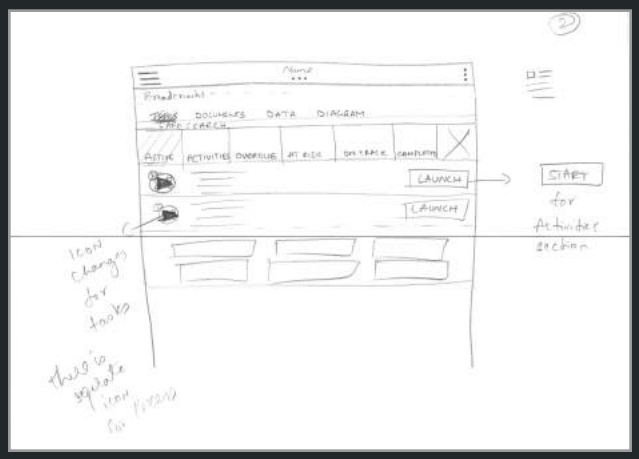


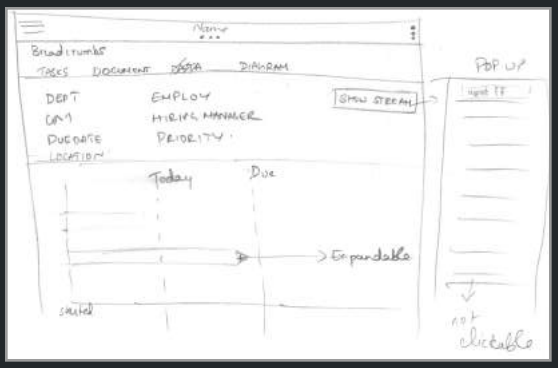
Low-Fidelity Wireframes

After the initial user test, feedbacks were explained to VD. Then paper sketches were drawn out quickly. The images shown below are few of the paper sketches in three different formats i.e., Desktop, Tablet and Mobile.



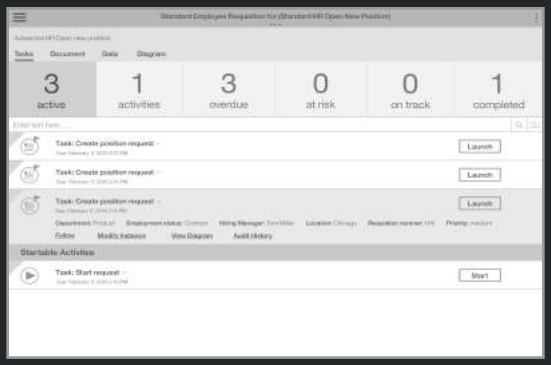


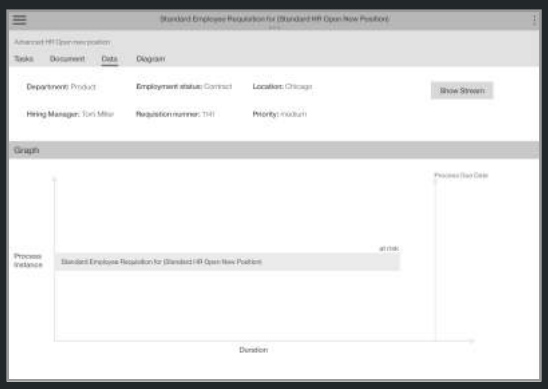


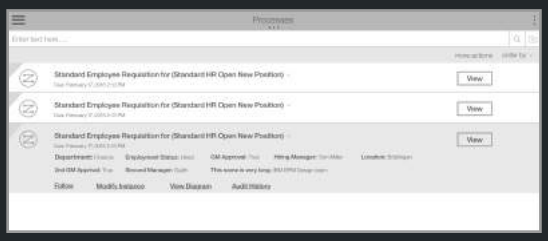


Paper Sketches

Once the paper sketches were reviewed. They were transformed into low fidelity wireframes as shown below. Finally, these mockups were given to VD for visual design.

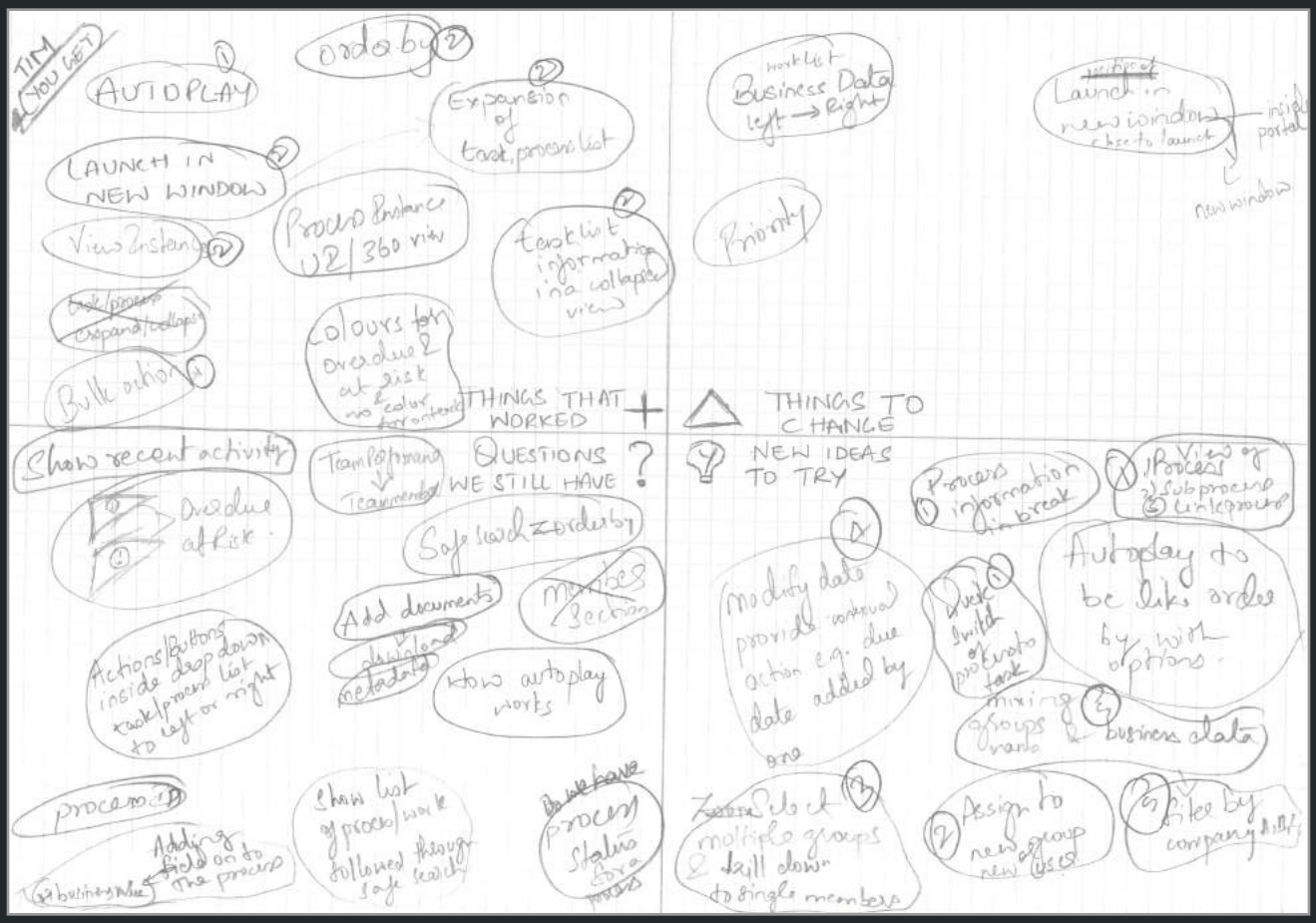






Low-Fidelity Wireframes

Once the visual designs were finished. A final design walkthrough with the business partner was conducted to collect their initial feedback. The user session was recorded in audio format for analysis along with video sharing. The audio was transcribed into text format which helped in creating a feedback grid as shown in the image below. Finally, the revised designs were given to engineering team for development.



Feedback Grid

Apart from design work, I was also involved in research activities for rest of the internship period. During this period, I have created online surveys, facilitated interview calls with business partners, created competitive evaluation template and interview analysis.

I was supervised by a lead researcher in research activities. Of all the activities in research, I would like to showcase the interview analysis work. 11 interviews were conducted for our preliminary research phase. These users were internal, external and proxies (i.e., IBM employees, Business Partners, & potential users). Since there was no direct access to end users. Once the interviews were collected they were transformed into empathy maps. Finally, affinity maps were created as shown in the image below to identify themes and create statements to point out needs, pain points and suggestions for operational inteliigence work.

Affinity Mapping

FREELANCE WORK

INSIGHTS

Role

UX Designer

Duration

2 months (September to October 2016)

Place of work

Freelance; Home based work

Application

Love V (Charity work)

Design brief

Create a responsive design for five healthy juice products.

Responsibilites

Persona, Information Architecture, Paper Sketches, User task flow, low & mid fideltiy wireframes

Project Methodology

Waterfall

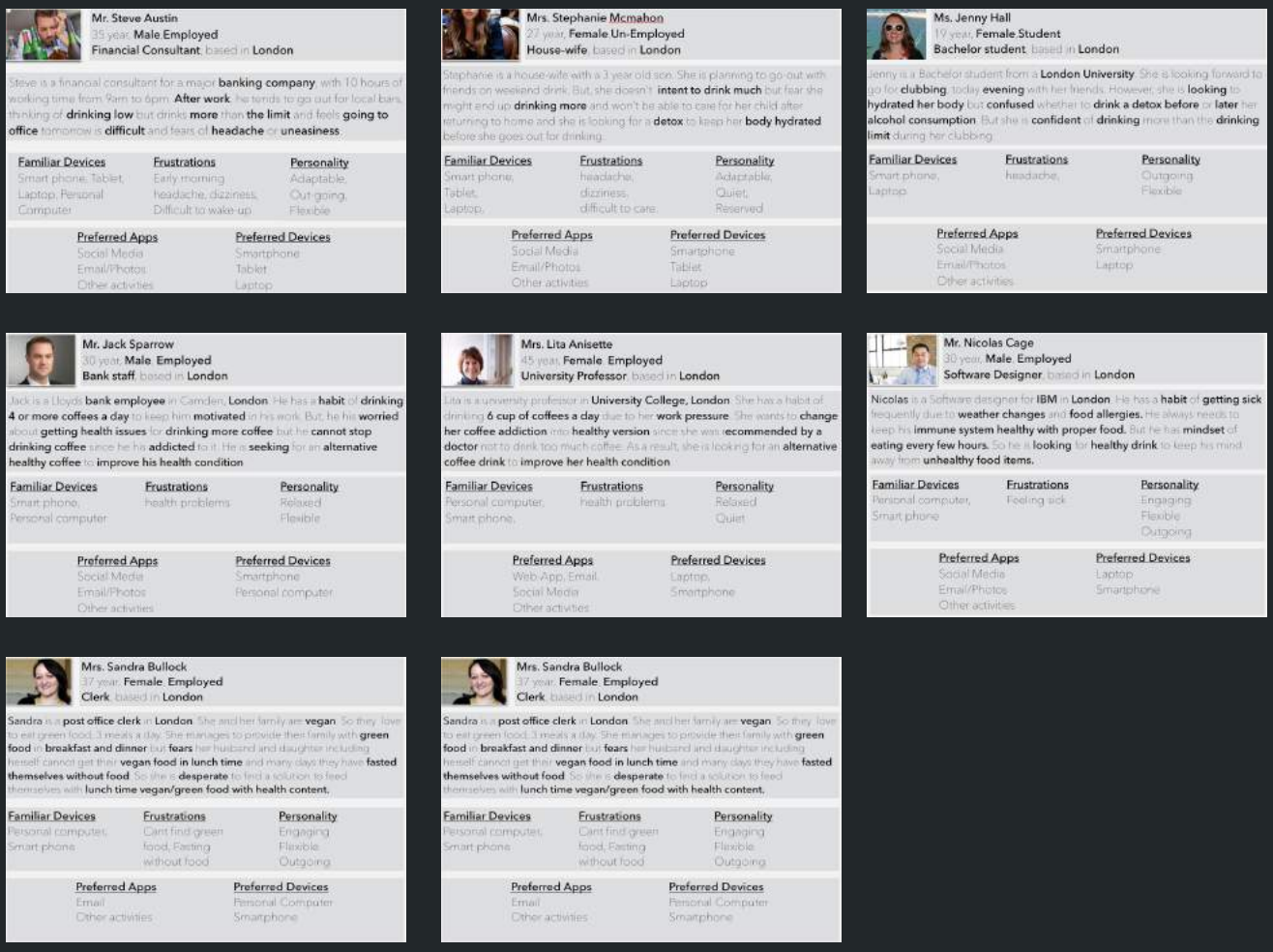
Software

Sketch, Balsamiq

This project is a charity work for a company in London, UK. The research work for the product was conducted by another experienced researcher and mentor. Insights from research were collected from the researcher.

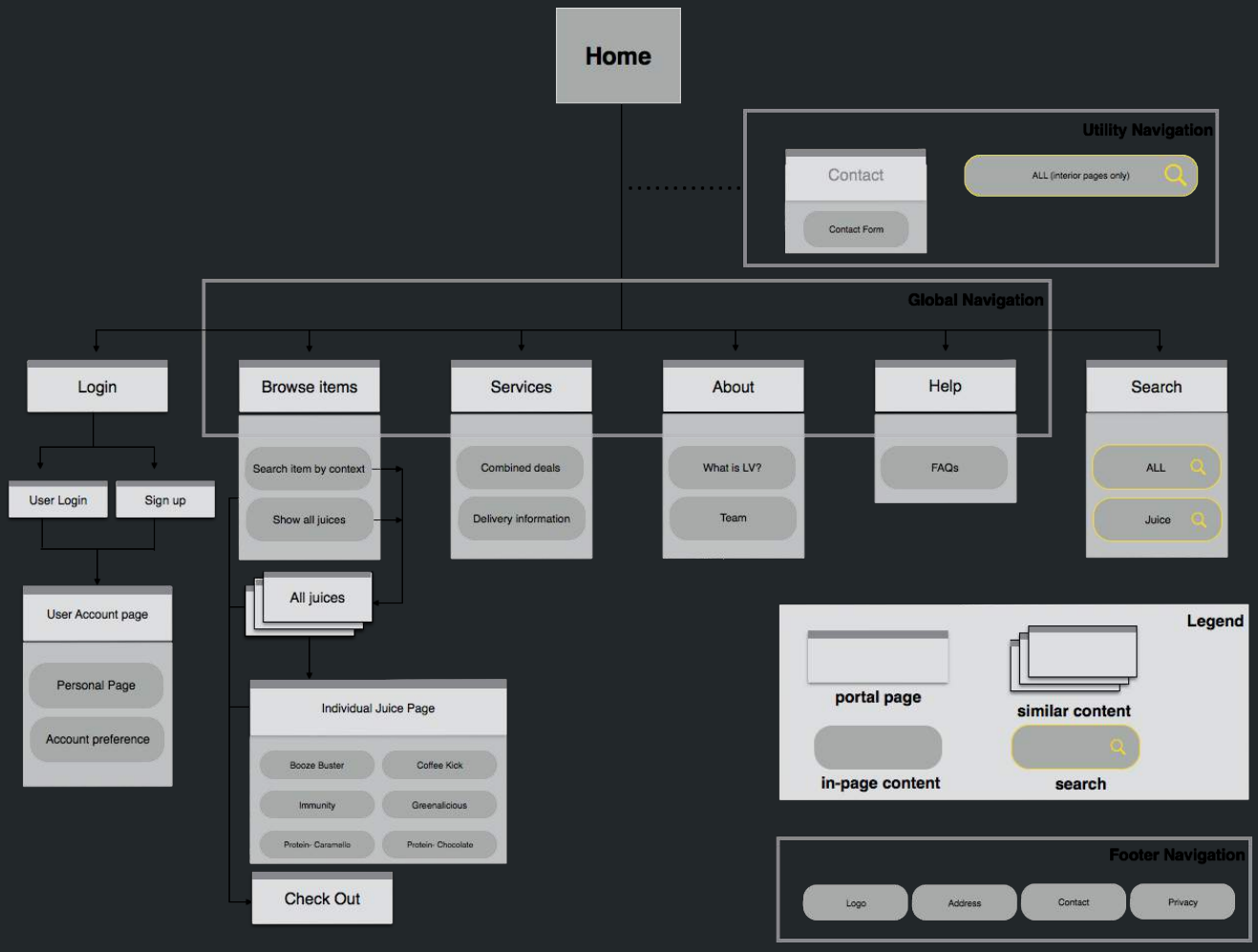
Since the project was handled alone, I incorporated utmost design methodologies. Additionally, the project had no monetary support. So there was no user testing involved in the design phase.

During our initial conversation with the researcher, I was informed about the product (LoveV). LoveV consists of 5 health juices for various end users. Every week (or biweekly basis) the work were shown to the mentor. I had to rely on online resources for understanding end users behaviours since the product was in stealth mode. I started by creating personas as shown below by relying on online resources.



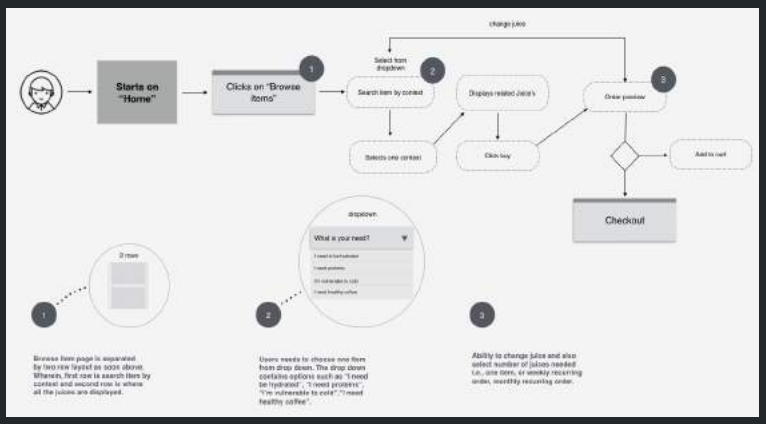
Personas

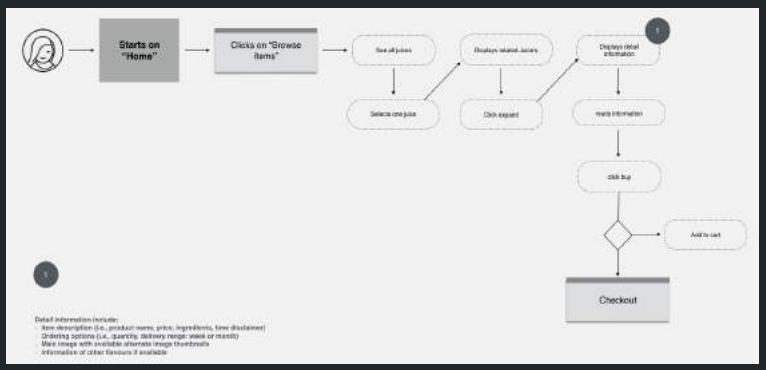
Once the personas were finished and reviewed. A site map was created for the application. This was iterated after discussion with the lead researcher.

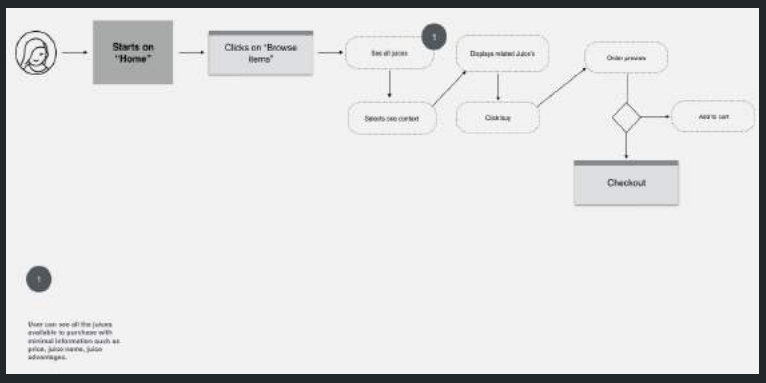


Site Map

Once the site map was finished and finalized. User task flows were created . This is shown below.

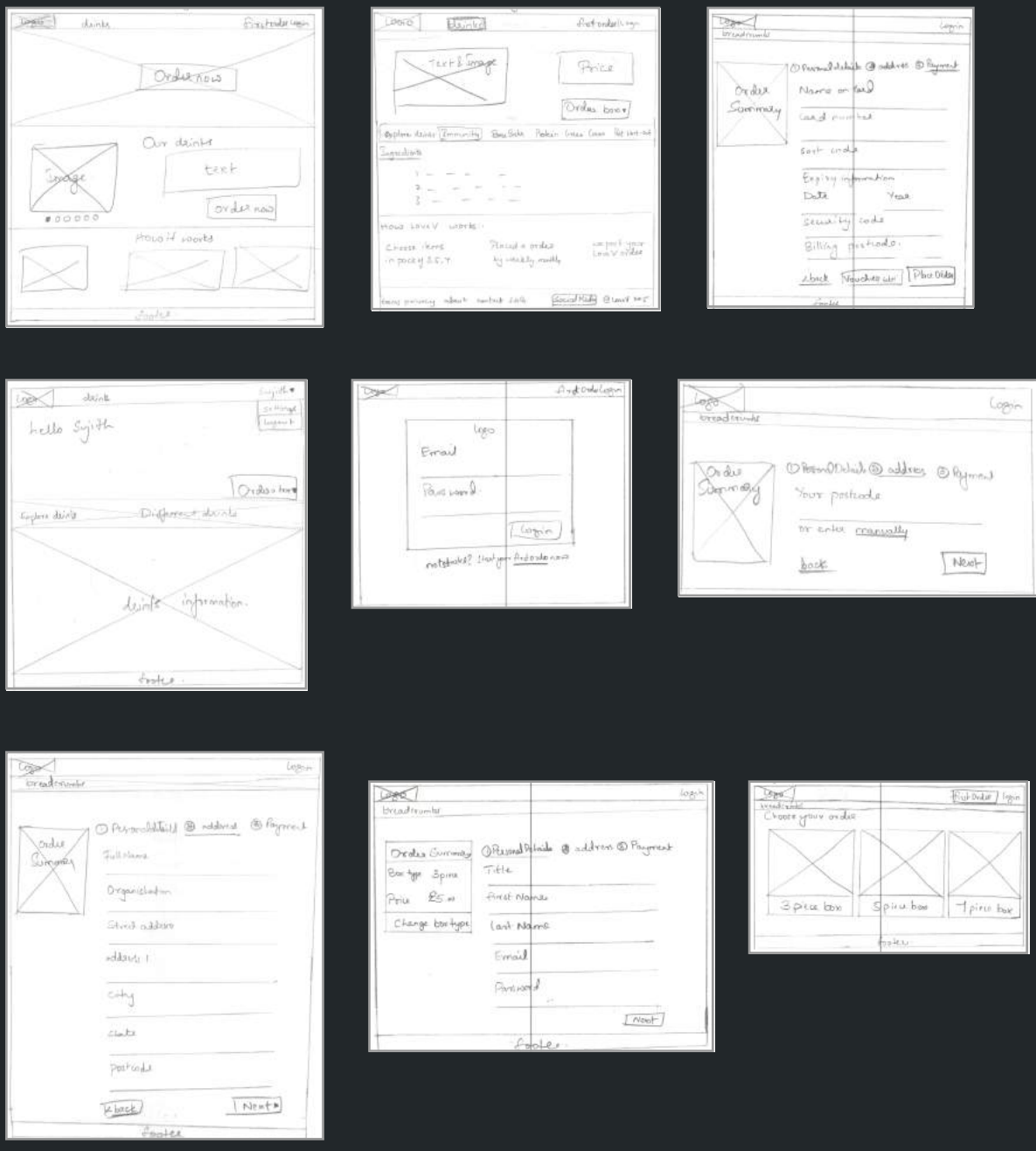






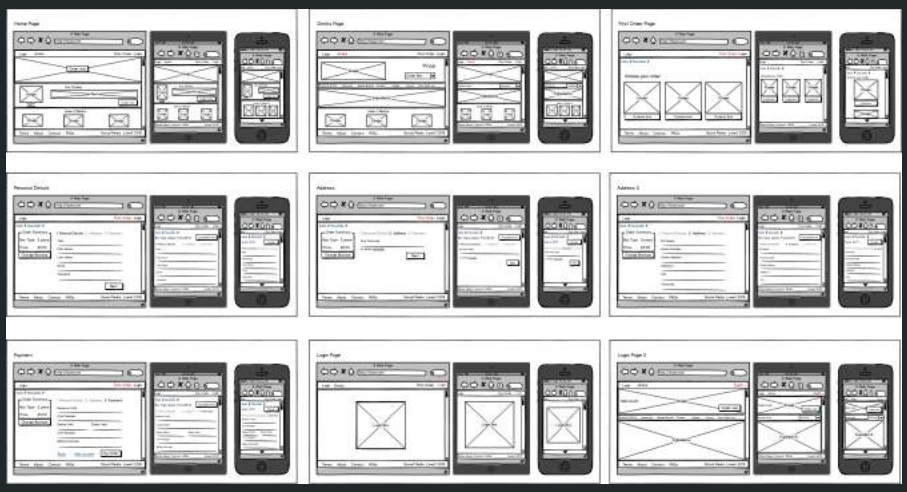
User Task Flows

Later, paper sketches were drawn. All the information collected fom research activities and earlier design methodologies were considered to make sure the experience of the end users are seamless and consistent over multiple devices. The paper sketches are shown below.

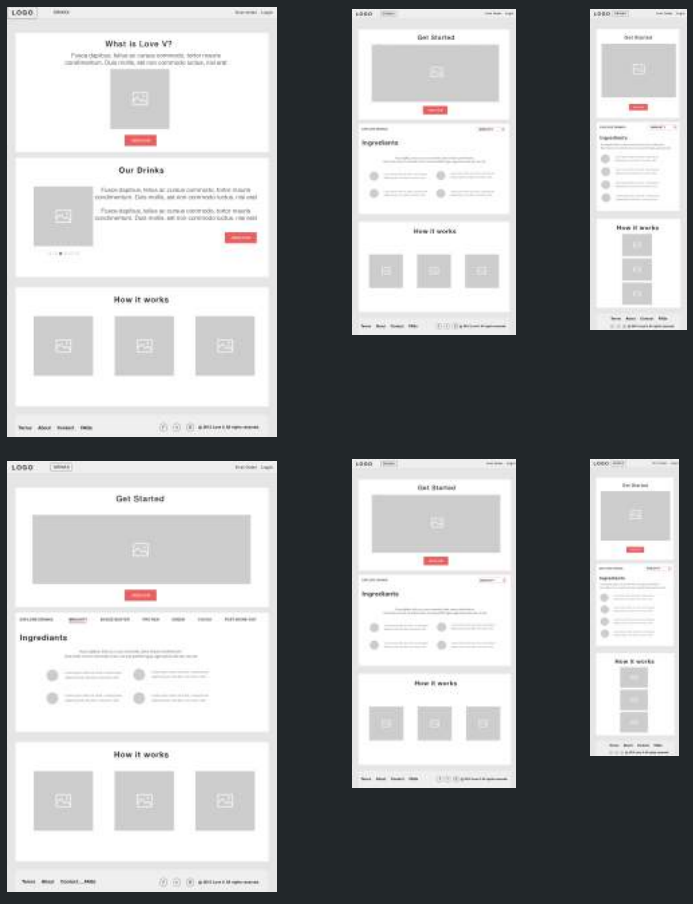


Paper Sketches

After continous review, low and mid fidelity wireframes were designed as shown below.



Low-Fedility Wireframes



Mid-Fidelity Wireframes

EMOCIAL LTD

ODICCI can help you capture customer data by creating fun and interactive offline/ online competitions, sweepstakes, surveys. With a range of beautifully-designed data capture modules, the ability to perfectly match your brand on any device and our integrated reporting - the possibilities are endless.

There are three main aspects in ODICCI:

ACQUIRE: Collect offline/online customer data through engaging experiences, advanced reporting and seamless integrations

ENGAGE: Generate revenues through personalised and transactional messages triggered by data capture campaigns.

REPORT: Review and analyse your results in real time. Gain insights with real-time charts and graphs, slice and dice data with filters and download results with a variety of export options. Get the most out of your data and act faster.

INSIGHTS

Role

UX/UI Designer

Duration

6 months (March - August 2015)

Place of work

Kensal Green, West London, UK (Old Office)

Application

Odicci

Design brief

The goal of the project is to create a web based platform to help users to create online campaigns to acquire, engage with their customers respectively.

Responsibilites

Build Wireframes, Visual Mockps & UI Elements,

Project Methodology

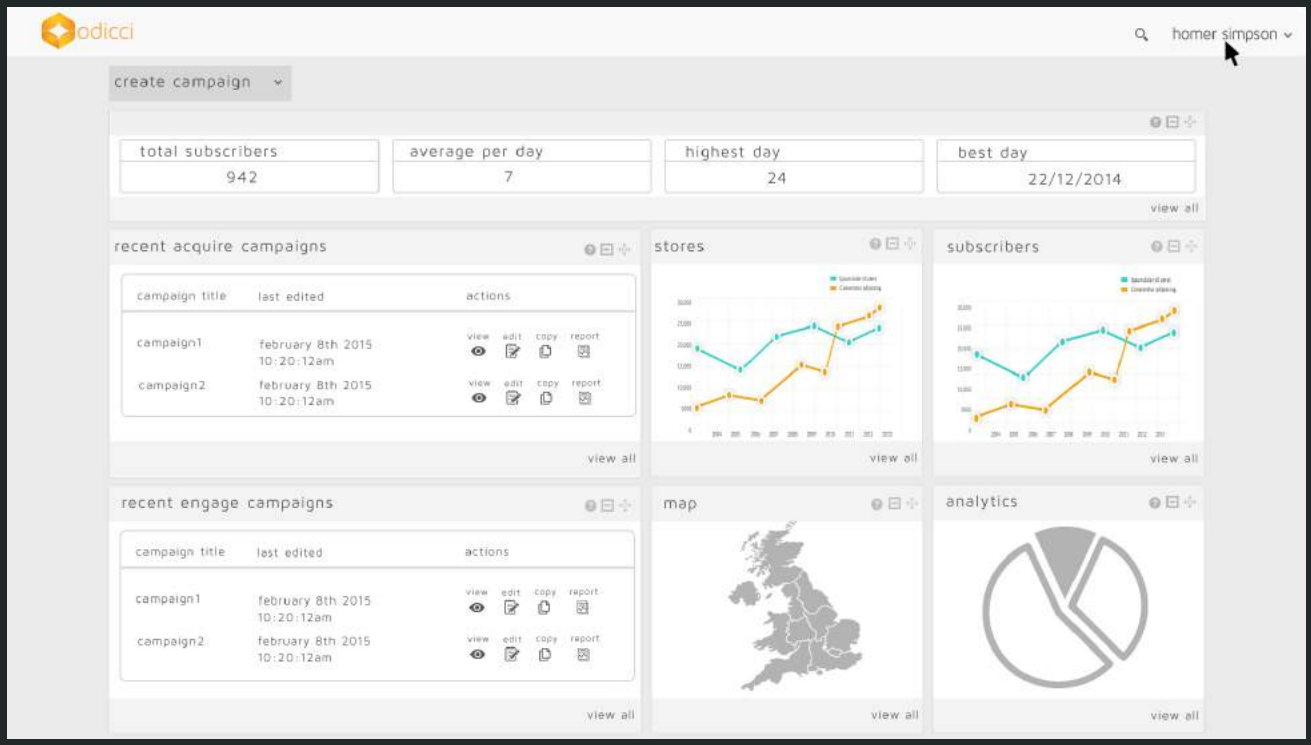
Waterfall, Agile (Scrum)

Software

Adobe Photoshop, Proto.io, InvisionApp

This was the first Internship I did as a UX Designer in London while studying MSc program. Emocial Ltd was a start up with seven employees and had no knowledge of user centred design (UCD). Apart from my work, I used to provide knowledge and importance of UCD on regular intervals. Since the company did not provide any monetary support for research activities. I had to rely on internal marketing and other colleagues for research activities and get their feedback on regular intervals.

I was informed about who is the end users of the application on the first week of the work. Since the company had no prior research activity performed to identity pain points and need statements from the users. I had to rely on online resources and competitors to understand hypothetical pain points and needs. The image shown below is a snapshot of the odicci application proposed dashboard view.



Odicci Dashboard view

During first four months period, I worked directly with CEO of the company since CEO wanted to see how the Odicci's design work matches his vision. The design work produced till this stage are shown in this web address

Design Work: (https://www.youtube.com/watch?v=L5TzHwDJZg0).

Once the design work was approved by CEO. Two people were hired to form a engineering team. Later, we all agreed to follow scrum principle from Agile methodology. As a result, we broke down the odicci design and development work into multiple sections and I started to focus on each scrum to deliver the design work. Additional design work was needed since in-depth design work was not able to produce due to time constraints.

I was able to participate in starting two scrum deliverables. Since I had to quit the job focus on MSc dissertation. Please check the videos below for the design work produced in the two scrums.

Sprint One: https://www.youtube.com/watch?v=zScpsNCFdAU

Sprint Two: https://www.youtube.com/watch?v=6e9ftloIGSg

CONTACT DETAILS

EMAIL

suj009@gmail.com

PHONE

+91 7406666559

WEBSITE

www.sujithanand.com

LINKEDIN

https://www.linkedin.com/in/suj009

TWITTER

https://twitter.com/suj009

SLIDESHARE

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THANK YOU FOR YOUR TIME. PLEASE CONTACT ME FOR FULL TIME UX DESIGN & RESEARCH POSITION.