

---

NAME

**Sujith Anand**

---

PORTFOLIO

**2015-17 UX Design &  
Research projects**



---

## CONTENT

<b>About me</b>	01
<b>Curriculum Vitae</b>	03
<b>Work Projects</b>	05
Onetech Ventures India Pvt Ltd	06
IBM BPM	14
Freelance work	23

---

# ABOUT ME

---

## MY SUMMARY

I am a digital native person with more than two years of work experience in researching and designing digital applications in both start-up and multinational organisation environments.

At the moment, I am currently working in Onetech Ventures India Pvt Ltd (Bangalore, India) for past 4 months as UX specialist. Before that, I was working in IBM Studios (Boeblingen, Germany) Microsoft (London, UK) and Emocial Ltd (London, UK).

Besides my working experience, I have a long education history. This is due to my change of career from Computer Science to Human Computer Interaction. As a result, I have two graduate degrees in Advanced Computer Science and Human-Computer Interaction & Design from University of Newcastle Upon Tyne (Newcastle, UK), KTH-Royal Institute of Technology (Stockholm, Sweden) and University College London (London, UK) respectively.

My motto is to create a good experience for end users.

---

# **CURRICULUM VITAE**

---

## WORK EXPERIENCE

**UX Specialist @  
Onetech Ventures,  
Bangalore, India**  
Oct 16 - Present

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

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

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

---

## 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  
Interview  
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 (Beginner)

---

## LANGUAGE

English

Kannada

Telugu

Tamil

Hindi

---

# WORK PROJECTS





---

# ONETECH VENTURES

Onetech Ventures India is a talent search & match technology startup to build next generation hiring platforms covering 30 industries & two key markets of India, South East Asia & Middle East. They are a product in the area of knowledge automation.

They are based in Bangalore and offer high energy start-up culture & fast paced growth. Their founder comes with decades of experience in Strategic Talent Consulting & Research, Talent Availability Research, Indian & global leadership mapping.

Their talent search and match product is named as Jarviz. Its a search engine conceptualised to ensure right leadership is identified in each and every job mandate. The search scope covers all key roles from middle to senior management. This is the first of its kind in India where the executive search consulting competence has been automated across key industries to enable the search business to scale massively.

This company is in a stealth mode with a product launch planned in couple of months.

---

## INSIGHTS

### Role

UX Specialist

### Duration

4 months (October to till date)

### Place of work

Bangalore, India

### Application

Research & Design: Jarviz Engine

### Design brief

The goal of the product is to create a web-based hiring platform for recruiters to find the best candidates for hiring middle and senior management roles.

### Responsibilities

Research & Design: Requirement Gathering, Interviews (In-house), Empathy Map, Scenario Map, Paper sketches, UI Design, UI Prototype

### Project Methodology

Agile (Scrum)

### Software

Design: Adobe Photoshop, Zeplin, InvisionApp, JIRA

---

I started to work on Jarvis Engine with only use cases created by the product manager. As this was very broad, I suggested creating a design workshop where CEO, Development Manager, Product Manager and myself sit together to understand the problem and create Hill Statement.

In the workshop, hill statement was created, which was clear for all stakeholders to understand users' needs. Later, it was divided into sub-sections.

Then, In-house interviews were conducted to understand users' needs and pain points. After the Interviews, it was evident, we had to address four different end users. Those four users are termed as Data Entry, Ranker, Calibrator and Business Partner. Each user has their own set of tasks to perform but they are inter-related to each other. Below is an explanation about four different users:

***Data Entry** is a market researcher who uploads companies into a database.*

***Ranker** is a seasoned recruiter who (has enormous knowledge about hiring middle and senior management people.) ranks the uploaded companies based on city, region, country and world.*

***Calibrator** is also a seasoned recruiter who constantly receives job requirements from various companies to help them find a right candidate(s). This calibrator should be able to enter those requirements to find the best candidates for a business partner to process.*

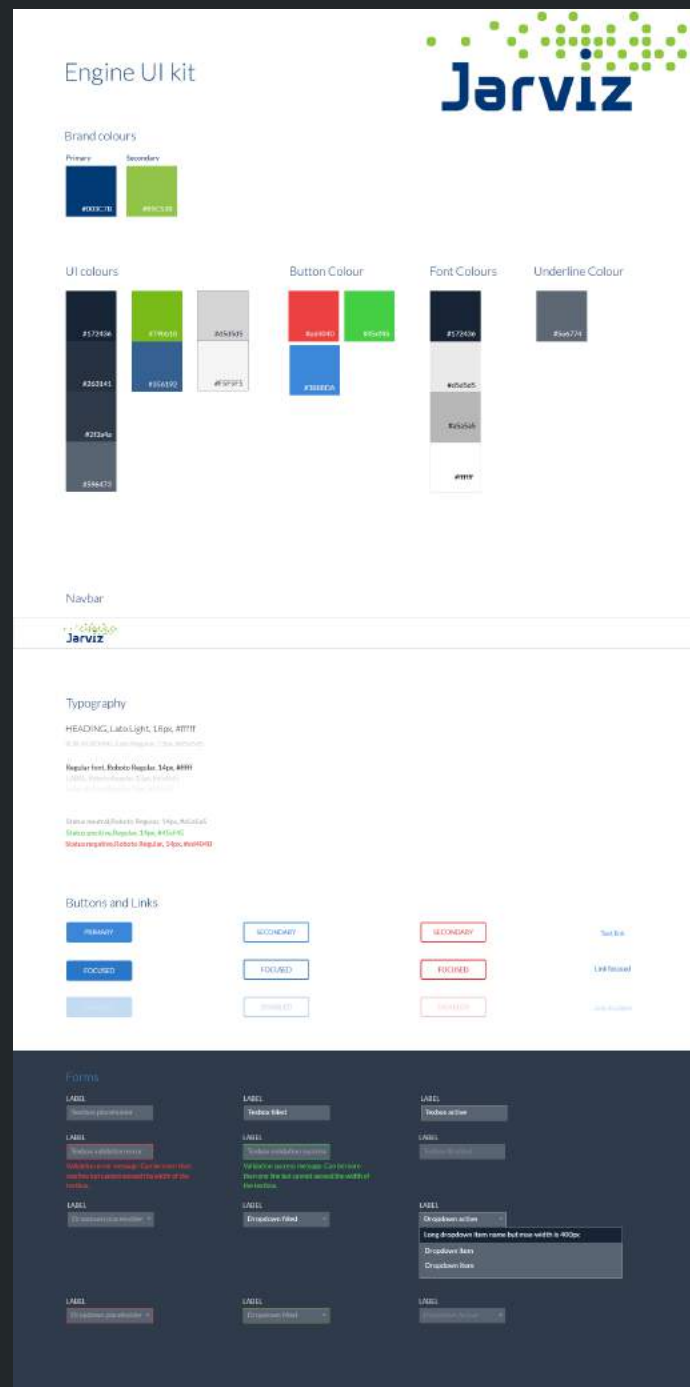
***Business Partner** is a junior or experienced recruiter who processes the candidates and communicates with the client to find the right candidate for the client's job requirement.*

Later, those needs and pain points were pushed into whiteboard to create empathy maps. Those empathy maps were shown to stakeholders as a playback. Then, Scenario maps were created to understand about the user workflows.

As its a new product, to-be scenarios helped a lot in identifying all the user tasks. Once the scenario mapping was finished. I started to create paper sketches since the design scrum was planned for 7 to 10 working days. It was not possible to follow all the design process due to time constraints.

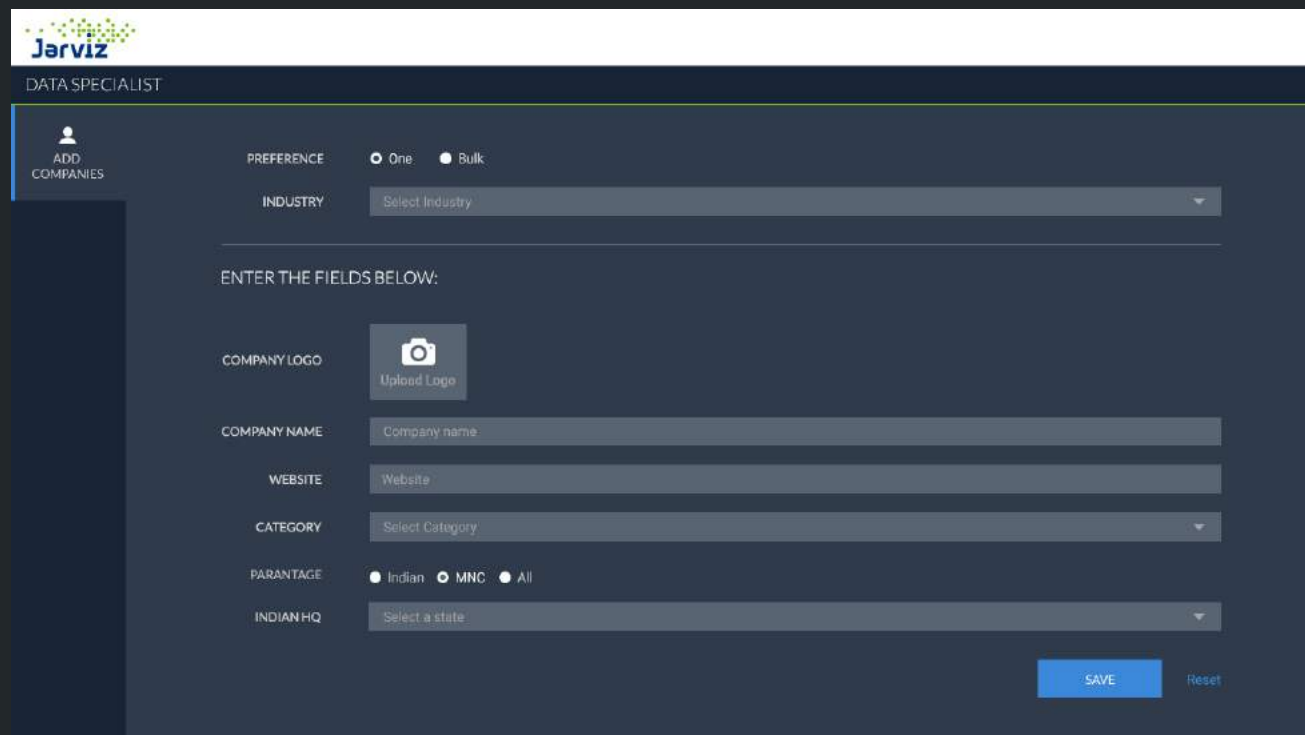


The paper sketches were shown to the stakeholders as a playback and were iterated upon requests. Later, styleguide was prepared for the UI design as shown below:



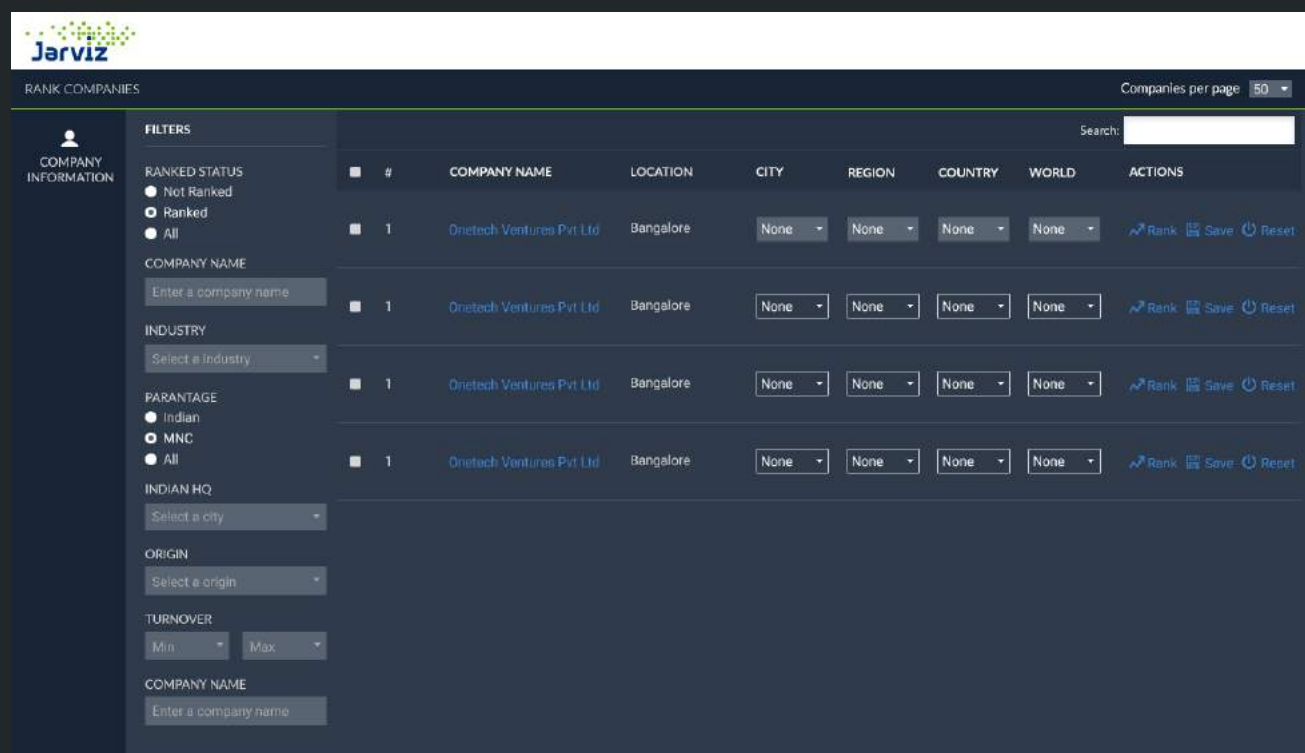
Jarviz Engine UI Styleguide

Then, UI design was created as shown below for respective sections.



The image shows a UI design for a data entry form titled "Jarviz DATA SPECIALIST". The form is divided into two main sections: "ADD COMPANIES" and "PREFERENCE". The "PREFERENCE" section includes radio buttons for "One" and "Bulk". The "INDUSTRY" section has a dropdown menu labeled "Select Industry". Below this, a section titled "ENTER THE FIELDS BELOW:" contains several input fields: "COMPANY LOGO" with an "Upload Logo" button, "COMPANY NAME" with a text input, "WEBSITE" with a text input, "CATEGORY" with a dropdown menu labeled "Select Category", "PARANTAGE" with radio buttons for "Indian", "MNC", and "All", and "INDIAN HQ" with a dropdown menu labeled "Select a state". At the bottom right, there are "SAVE" and "Reset" buttons.

UI Design for Data Entry

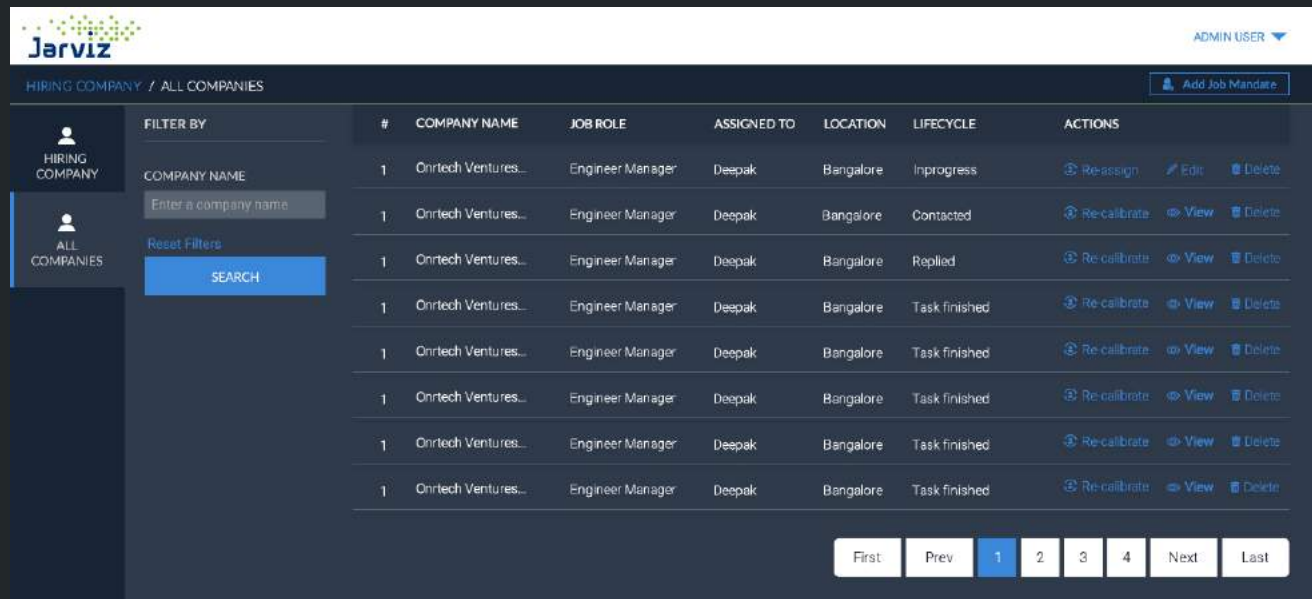


The image shows a UI design for a ranker table titled "Jarviz RANK COMPANIES". The table has a search bar and a "Companies per page" dropdown set to 50. The table columns are: #, COMPANY NAME, LOCATION, CITY, REGION, COUNTRY, WORLD, and ACTIONS. The table contains four rows of data, all for "Onetech Ventures Pvt Ltd" in Bangalore. The "ACTIONS" column for each row includes "Rank", "Save", and "Reset" buttons. On the left side, there is a "FILTERS" section with various filters: "RANKED STATUS" (Not Ranked, Ranked, All), "COMPANY NAME" (text input), "INDUSTRY" (dropdown), "PARANTAGE" (radio buttons), "INDIAN HQ" (dropdown), "ORIGIN" (dropdown), "TURNOVER" (Min/Max range), and "COMPANY NAME" (text input).

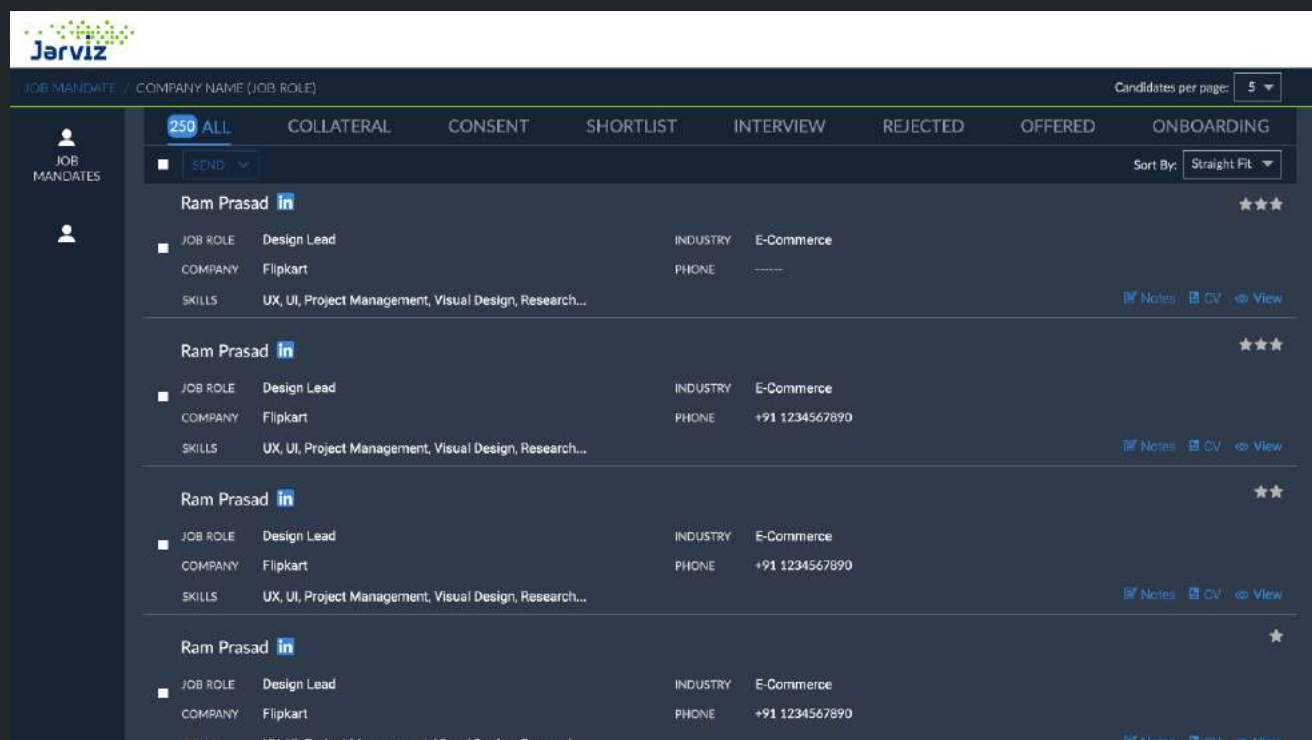
#	COMPANY NAME	LOCATION	CITY	REGION	COUNTRY	WORLD	ACTIONS
1	Onetech Ventures Pvt Ltd	Bangalore	None	None	None	None	Rank Save Reset
1	Onetech Ventures Pvt Ltd	Bangalore	None	None	None	None	Rank Save Reset
1	Onetech Ventures Pvt Ltd	Bangalore	None	None	None	None	Rank Save Reset
1	Onetech Ventures Pvt Ltd	Bangalore	None	None	None	None	Rank Save Reset

UI Design for Ranker

Further on, UI design was created one section at a time. Some of the visuals related to the Jarvis engine platform are shown below:



## UI Design for Calibrator



## UI Design for Business Partner



---

Finally, design prototypes were created with the use of InVision App and iterated after user walkthroughs. Then, prototypes were handed over to the development team.

---

# 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 (Code Name)

### 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

### Responsibilities

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

### Project Methodology

Waterfall

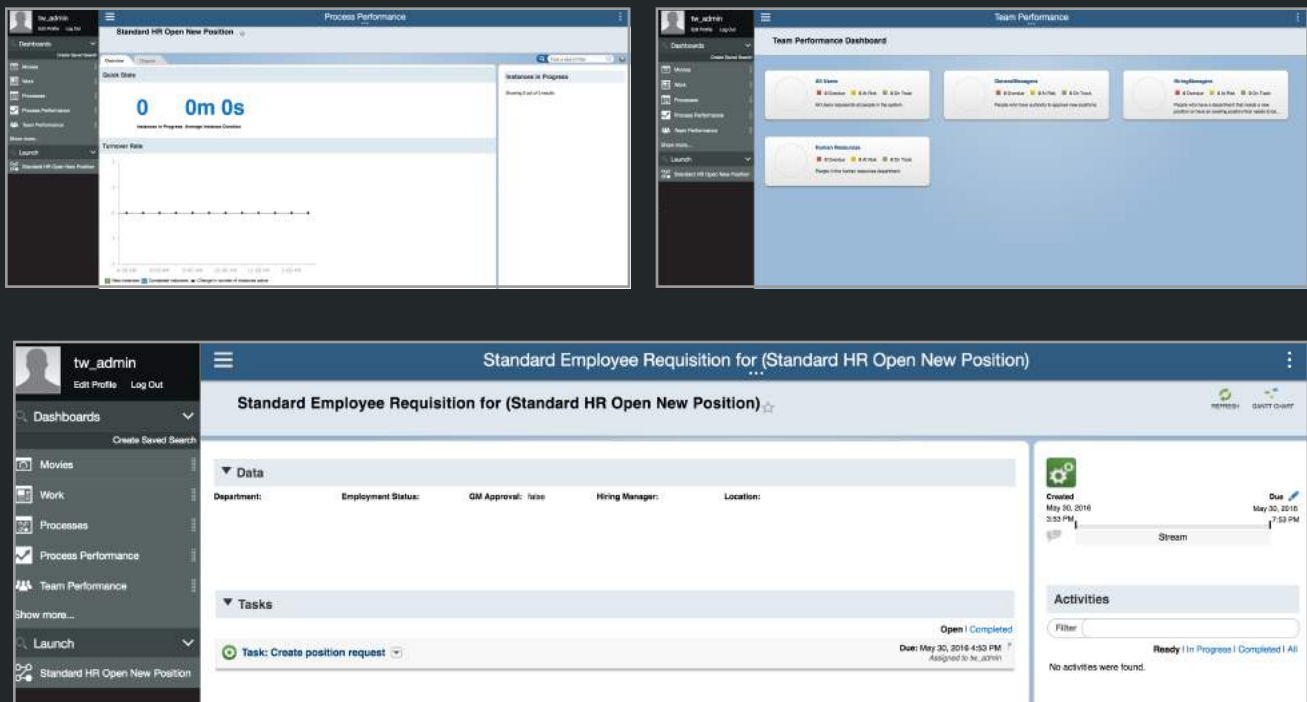
### Software

**Design:** Adobe Photoshop, Sketch

**Research:** Mural.ly

I worked alongside a Senior Visual Designer (VD) in this project. The project had two design epics which 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 was towards redesigning and providing responsive behaviour across devices. We decided to concentrate on consistency of the information layout across the sections and provide seamless interaction for end users while using the application. Since certain content were overlapping.



Snapshots from IBM BPM Process Portal 8.5.6

---

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

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

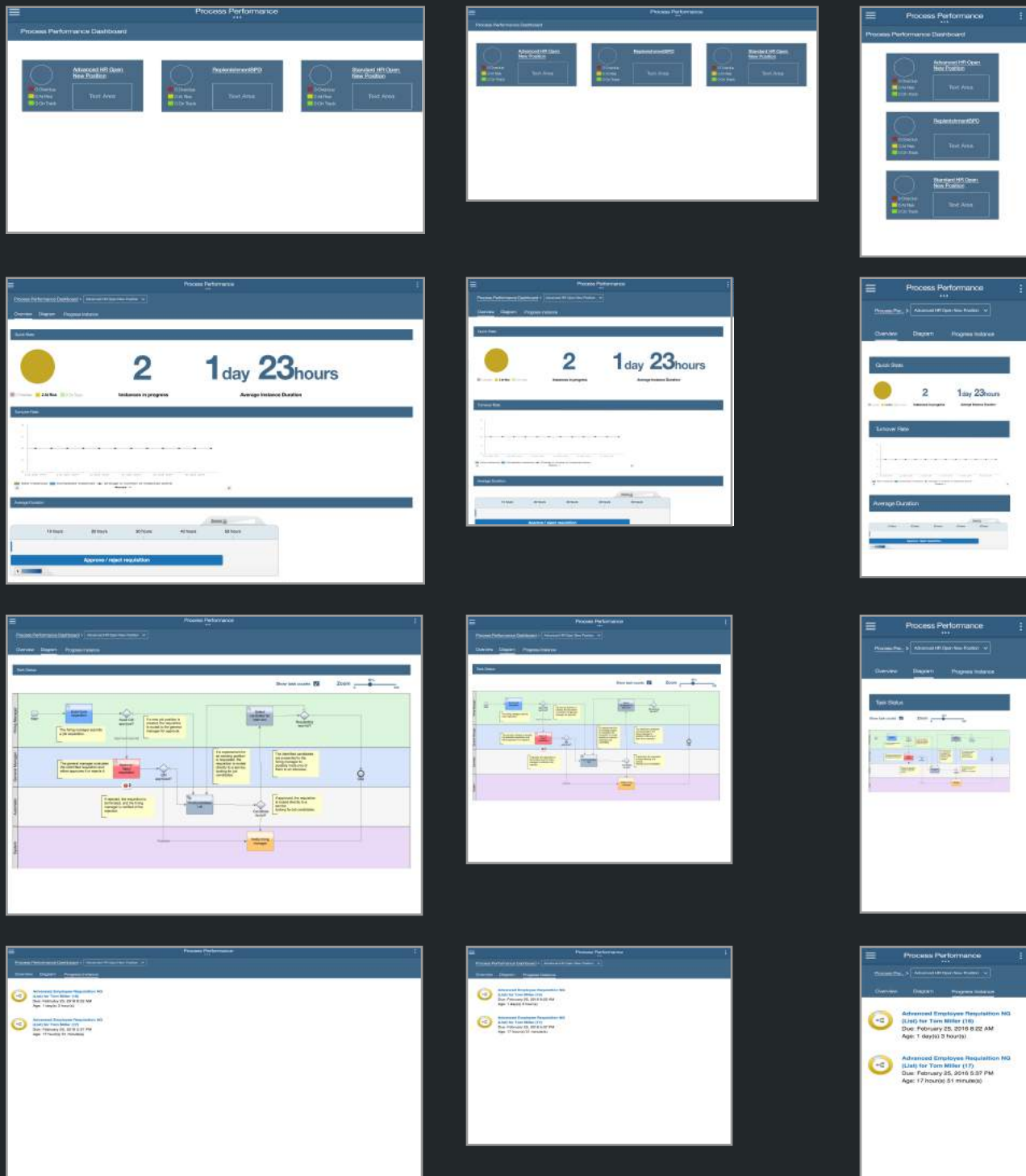
Find a quick look at all the information related to one group

**Task 2:**

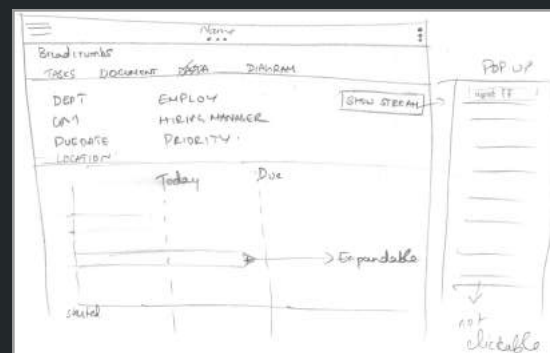
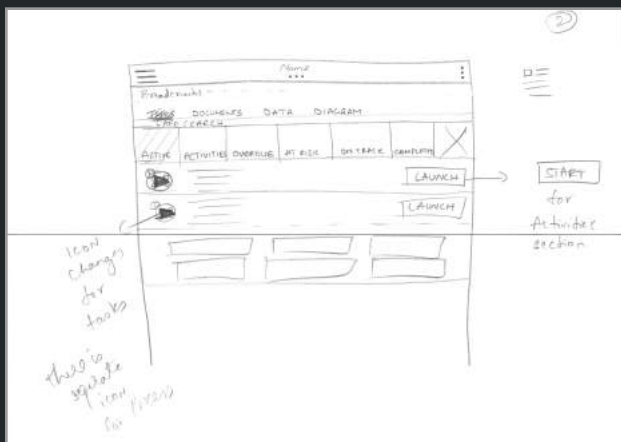
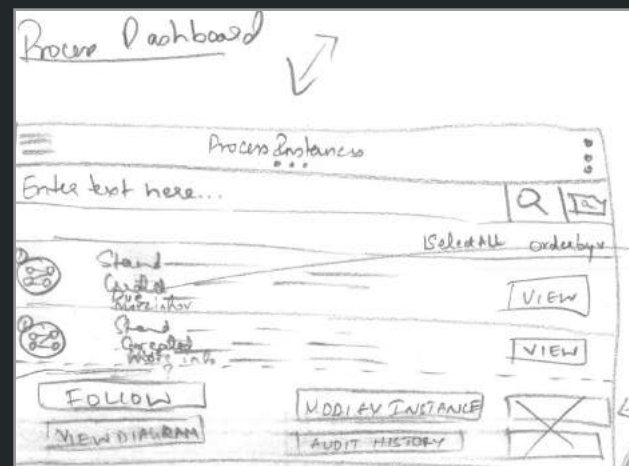
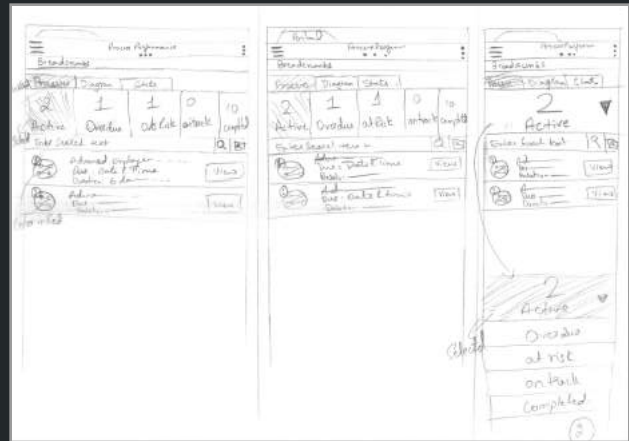
Nice, now you would like to find out what one team member is doing with his or her tasks.

## Scenario and their tasks used for user walkthrough session

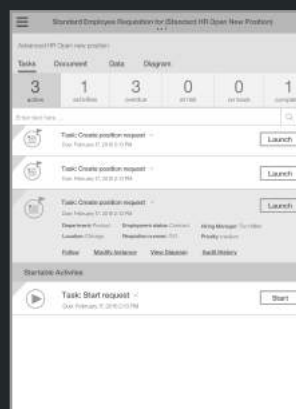
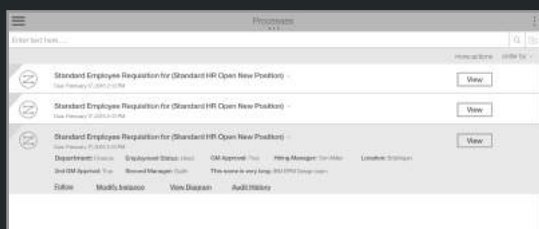
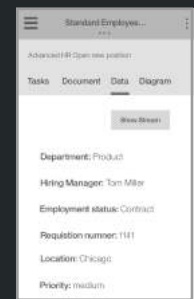
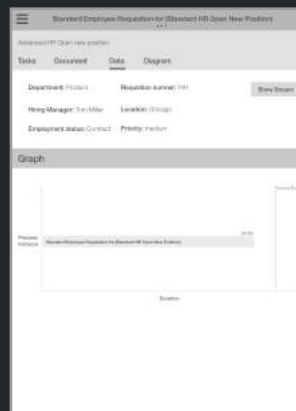
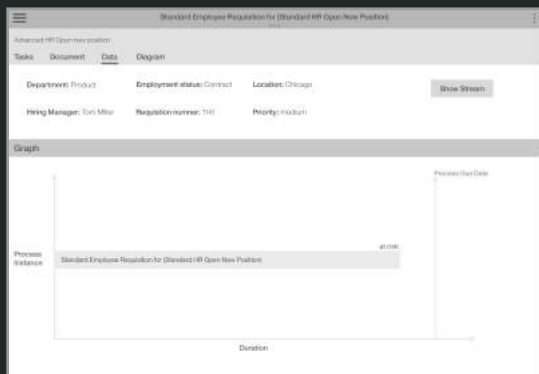
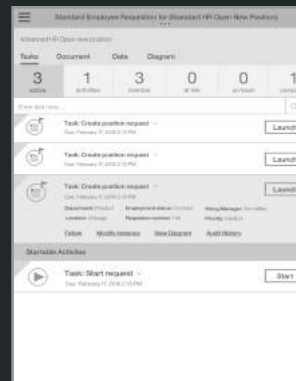
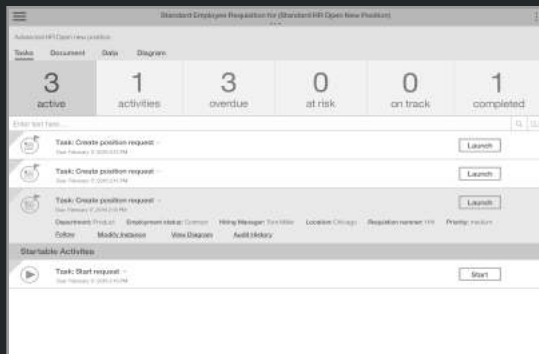
The mid-fidelity wireframes which were used for the user test session is shown below:



After the initial user test, feedbacks were explained to VD. Then paper sketches were drawn out quickly. The images shown below are some of the paper sketches:



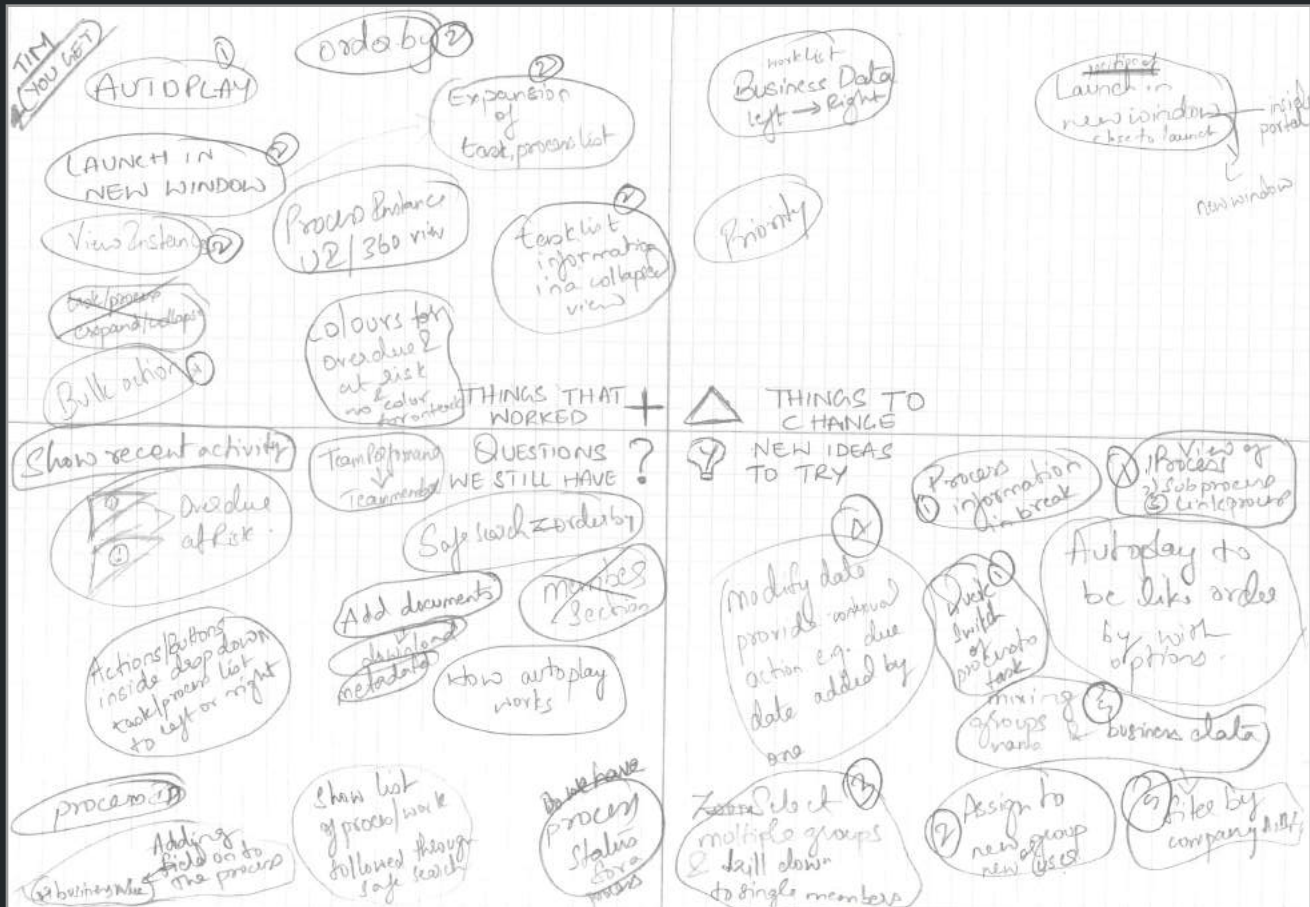
Paper Sketches



## 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 and video (Screen only) for further research analysis. 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 handed over to the engineering team for development.



Feedback Grid

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

During this research period, I was supervised by a lead researcher. Of all the activities, I would like to showcase one interview analysis work. 11 interviews were conducted for our preliminary research phase. IBM employees, Business Partners, & potential users participated in the interview sessions. Since there was no direct access to end users.

The collected interviews were converted to affinity maps as shown in the image below to identify needs, pain points and suggestions for operational intelligence 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.

### Responsibilities

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

### Project Methodology

Waterfall


### Software

Sketch, Balsamiq

This project is a charity work for a company in London, UK. The research insights for the project were collected from a researcher (also the manager for this project).

The design part of the project was handled alone and I incorporated utmost design methodologies. Since the project had no monetary support, so there was no user testing involved in the design phase.


During my 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 manager. 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 upon online resources.

 **Mr. Steve Austin**  
35 year, Male Employed  
Financial Consultant, based in London

Steve is a financial consultant for a major banking company, with 10 hours of working time from 9am to 6pm. **After work**, he tends to go out for local bars, thinking of **drinking low** but drinks **more than the limit** and feels **going to office tomorrow is difficult** and fears of **headache or uneasiness**.

Familiar Devices	Frustrations	Personality
Smart phone, Tablet, Laptop, Personal Computer	Early morning headache, dizziness, Difficult to wake-up	Adaptable, Out-going, Flexible


Preferred Apps	Preferred Devices
Social Media, Email/Photos, Other activities	Smartphone, Tablet, Laptop

 **Mrs. Stephanie McMahon**  
22 year, Female Un-Employed  
House-wife, based in London

Stephanie is a house-wife with a 3 year old son. She is planning to go-out with friends on weekend drink. But, she doesn't **intent to drink much** but fear she might end up **drinking more** and won't be able to care for her child after returning to home and she is looking for a **detox** to keep her **body hydrated** before she goes out for drinking.

Familiar Devices	Frustrations	Personality
Smart phone, Tablet, Laptop	headache, dizziness, difficult to care	Adaptable, Quiet, Reserved


Preferred Apps	Preferred Devices
Social Media, Email/Photos, Other activities	Smartphone, Tablet, Laptop

 **Ms. Jenny Hall**  
19 year, Female Student  
Bachelor student, based in London

Jenny is a Bachelor student from a London University. She is looking forward to go for **clubbing** today **evening** with her friends. However, she is **looking to hydrated her body** but **confused** whether to **drink a detox before or later** her alcohol consumption. But she is **confident** of **drinking** more than the **drinking limit** during her clubbing.

Familiar Devices	Frustrations	Personality
Smart phone, Laptop	headache,	Outgoing, Flexible


Preferred Apps	Preferred Devices
Social Media, Email/Photos, Other activities	Smartphone, Laptop

 **Mr. Jack Sparrow**  
30 year, Male Employed  
Bank staff, based in London

Jack is a Lloyds bank employee in Camden, London. He has a **habit of drinking 4 or more coffees a day** to keep him motivated in his work. But, he is worried about **getting health issues** for **drinking more coffee** but he **cannot stop drinking coffee** since he is addicted to it. He is seeking for an **alternative healthy coffee** to improve his health condition.

Familiar Devices	Frustrations	Personality
Smart phone, Personal computer	health problems	Relaxed, Flexible


Preferred Apps	Preferred Devices
Social Media, Email/Photos, Other activities	Smartphone, Personal computer

 **Mrs. Lita Anisette**  
45 year, Female Employed  
University Professor, based in London

Lita is a university professor in University College, London. She have a habit of drinking **6 cup of coffees a day** due to her **work pressure**. She wants to **change her coffee addiction into healthy version** since she was **recommended by a doctor** not to drink too much coffee. As a result, she is looking for an **alternative coffee drink** to improve her health condition.

Familiar Devices	Frustrations	Personality
Personal computer, Smart phone,	health problems	Relaxed, Quiet

Preferred Apps	Preferred Devices
Web App, Email, Social Media, Other activities	Laptop, Smartphone

 **Mr. Nicolas Cage**  
30 year, Male Employed  
Software Designer, based in London

Nicolas is a Software designer for IBM in London. He has a **habit of getting sick** frequently due to **weather changes** and **food allergies**. He always needs to keep his **immune system healthy** with proper food. But he has **mindset of eating every few hours**. So he is **looking for healthy drink** to keep his mind away from **unhealthy food items**.

Familiar Devices	Frustrations	Personality
Personal computer, Smart phone	Feeling sick	Engaging, Flexible, Outgoing

Preferred Apps	Preferred Devices
Social Media, Email/Photos, Other activities	Laptop, Smartphone

 **Mrs. Sandra Bullock**  
37 year, Female Employed  
Clerk, based in London

Sandra is a post office clerk in London. She and her family are **vegan**. So they love to eat green food, 3 meals a day. She manages to provide their family with **green food in breakfast and dinner** but **fears** her husband and daughter including herself cannot get their **vegan food in lunch time** and many days they have **fasted themselves without food**. So they **desperate** to find a solution to feed themselves with **lunch time vegan/green food** with health content.

Familiar Devices	Frustrations	Personality
Personal computers, Smart phone	Can't find green food, Fasting without food	Engaging, Flexible, Outgoing

Preferred Apps	Preferred Devices
Email, Other activities	Personal Computer, Smartphone

 **Mrs. Sandra Bullock**  
37 year, Female Employed  
Clerk, based in London

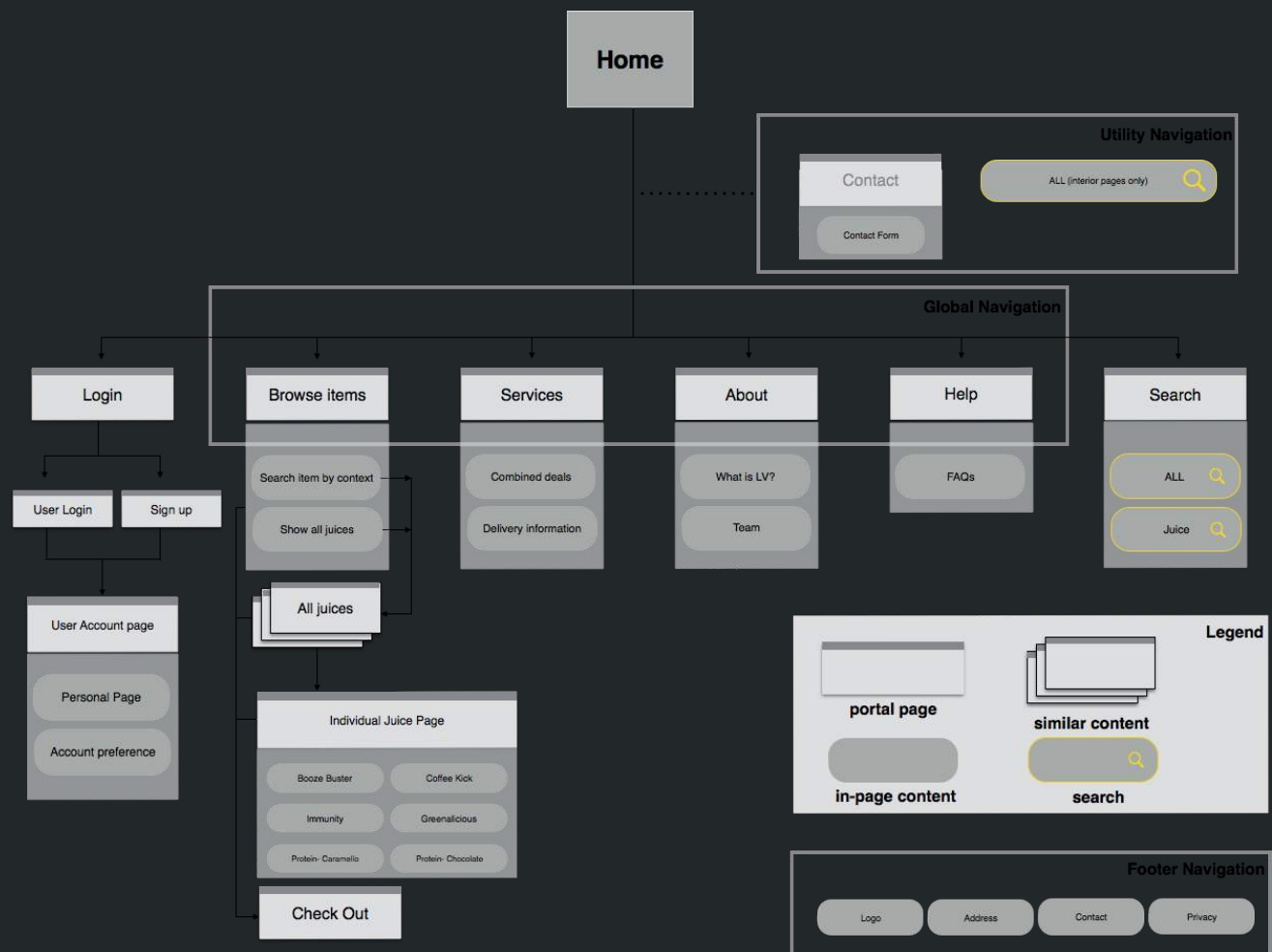
Sandra is a post office clerk in London. She and her family are **vegan**. So they love to eat green food, 3 meals a day. She manages to provide their family with **green food in breakfast and dinner** but **fears** her husband and daughter including herself cannot get their **vegan food in lunch time** and many days they have **fasted themselves without food**. So they **desperate** to find a solution to feed themselves with **lunch time vegan/green food** with health content.

Familiar Devices	Frustrations	Personality
Personal computer, Smart phone	Can't find green food, Fasting without food	Engaging, Flexible, Outgoing

Preferred Apps	Preferred Devices
Email, Other activities	Personal Computer, Smartphone

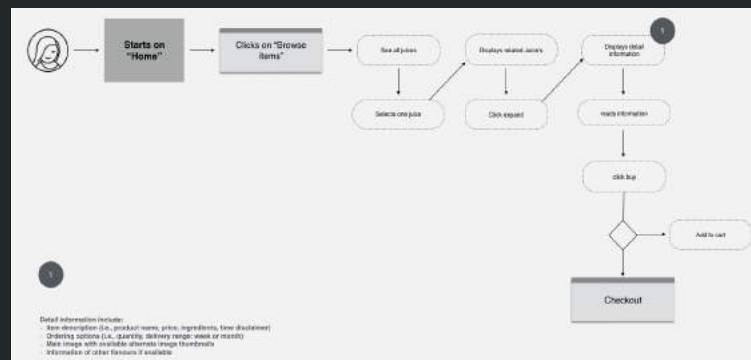
## Personas

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



Site Map

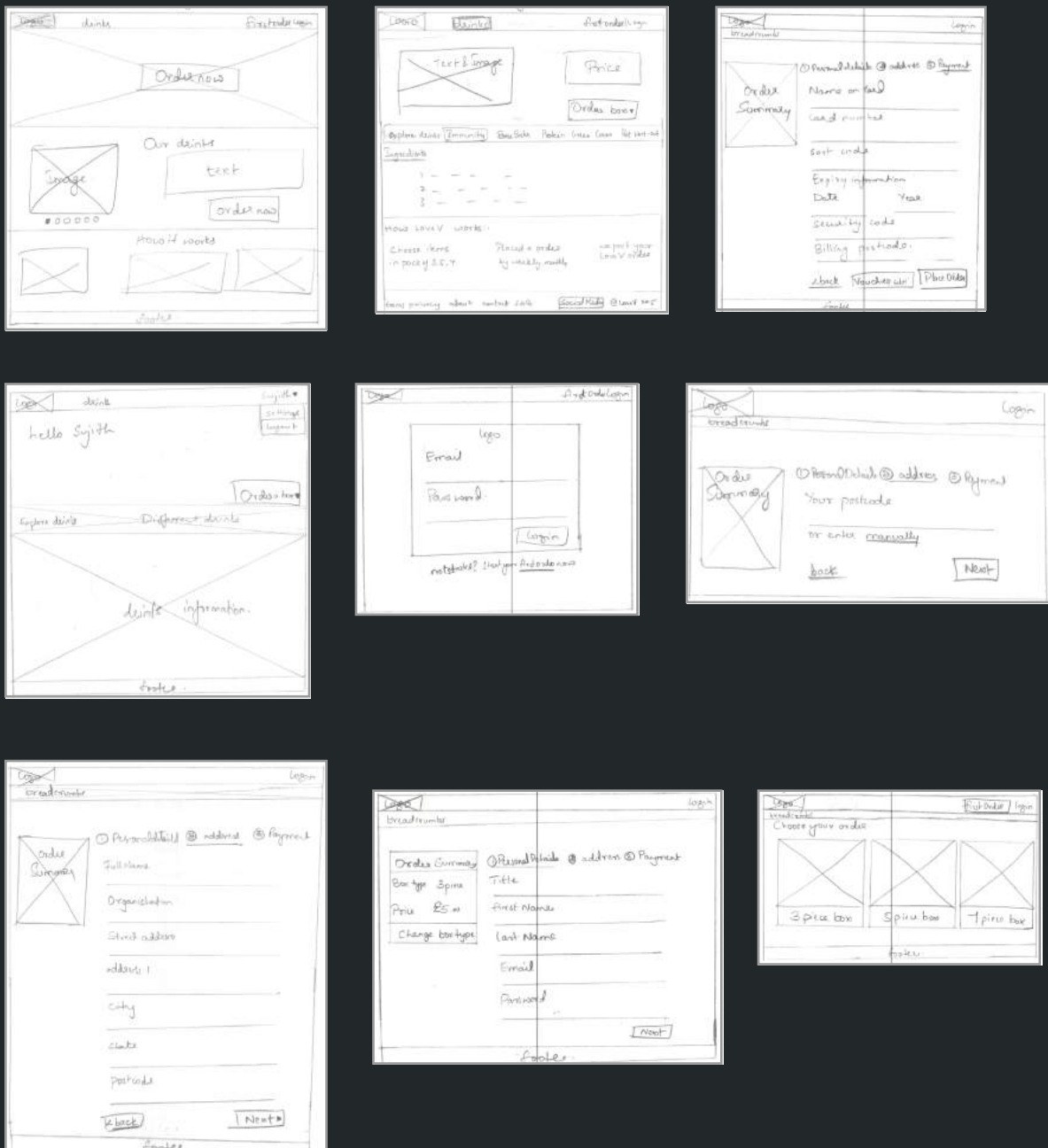
## Design



## 27

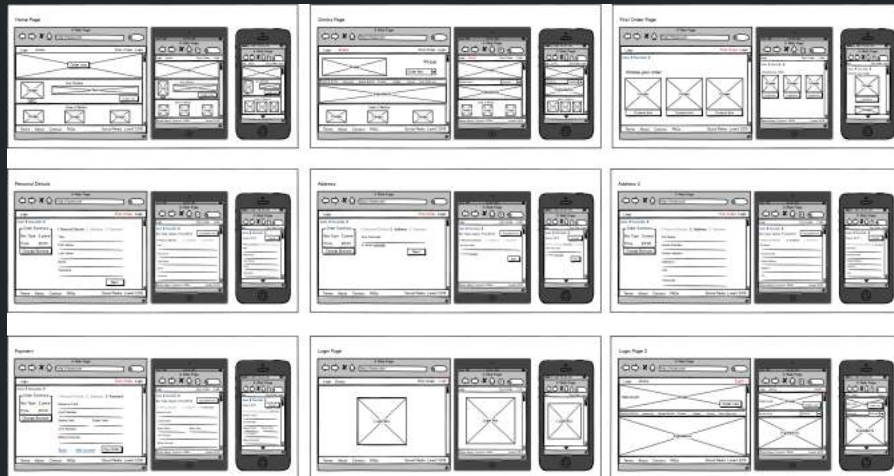


Later, paper sketches were drawn based on the researcher insights and earlier design methodologies to make sure the experience of the end users are seamless and consistent across multiple devices. The paper sketches are shown below.

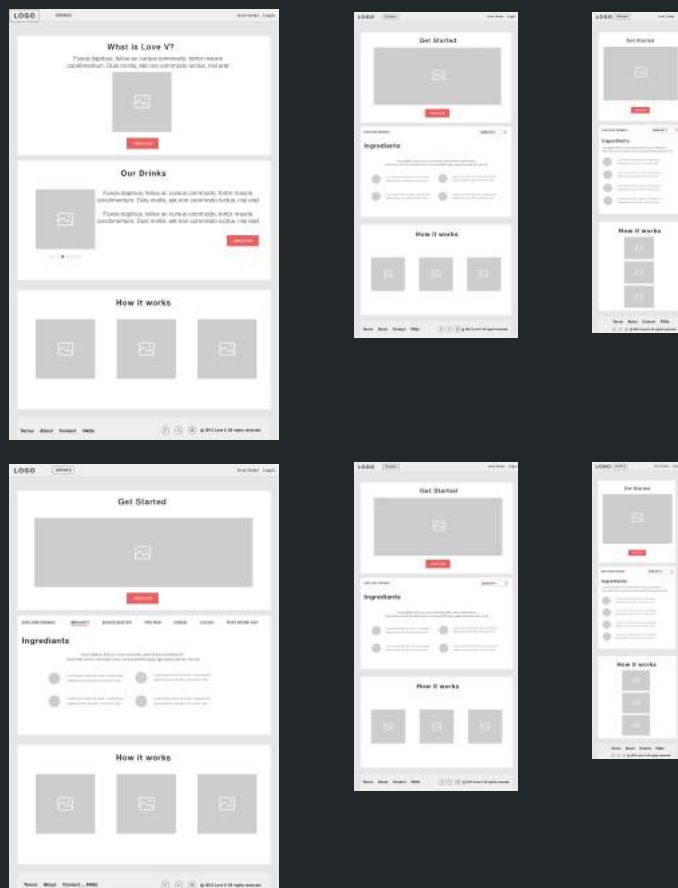


Paper Sketches

After continuous review, low and mid-fidelity wireframes were designed as shown below. Then, the wireframes were handed to the manager for visual work.



Low-Fidelity Wireframes



Mid-Fidelity Wireframes



---

## CONTACT DETAILS

---

### EMAIL

[suj009@gmail.com](mailto:suj009@gmail.com)

---

### PHONE

+91 7406666559

---

### WEBSITE

[www.sujithanand.com](http://www.sujithanand.com)

---

### LINKEDIN

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

---

### TWITTER

<https://twitter.com/suj009>

---

### SLIDESHARE

<http://www.slideshare.net/suj009>

---

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