Head Designer

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Summary

Seasoned Internet professional with 7 years experience in the industry and more than 200 projects with demonstrated abilities to manage and market a product through its lifecycle - planning, analysis, design, project management and improvement phases. Extremely effective in designing and establishing product specifications,. Looking to use my broad cross section of hands on Graphic, Web development
skills , product management, business development, team building and technical skills to bring focus and drive to an online product or service.

Also Serving as Visiting Faculty at MP Birla Institute of Management and Bhavan Nifte School of Business in the Stream of Systems.

'Best out Going Student' award winner from MP Birla Institute of Management, now designated as Product Manager in an Ecommerce Company-'RAMKRI GROUP'.

Sample Guides : nrichoice.com, gmr18grand.com, earthware.in, aurel.in, nifte.in, transitliving.com, gmrbd.in, etc.

Specialties-

- Ecommerce Technologies
- Graphic Designing
- Website Designing
- Videography and Video editing
- Software Quality - ISO 9001, ISO, 27001, CMMI 1.1
- E-Learnings
- PHP, MYSQL, Apache
- Search Engine Optimization
- LAMP Technologies
- Internet Marketing
- Internet Consultancy Services

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Knowledge Domain

Main Course: M.B.A (Systems & HR) Graduate from MP Birla Institute of Management,

Bangalore. Basic Course: Graduate from Science stream in IT

Work Experience

Proven record of achievement with more than 200 projects in web design(Static & Dynamic), e- commerce, Shopping Cart, Graphic Designing and product management with strong project management, marketing and web production skills. Successfully launched and managed numerous Internet products.

Working as Product Manager in RAMKRI GROUP from July 2007 to till date.

Key activities:

- Develop Product Release Plans, product strategy, positioning, elements related to web business models
- Build, manage and launch product roadmaps
- Responsible for product execution, requirement gathering, documentation & technology architecture
- Conceptualize Internet products and manage their full product cycle like UI, plan, development, deployment, testing, launch. Coordinate with various teams to ensure development, deployment & launch within planned timelines & budget.
- Understanding of web analytics, Google Adsense, Google Ad words, and a heavy emphasis on email list marketing delivery, database marketing.

Major Projects:

Student Hood (College Management System)

Studenthood is an online web application for educational establishments to manage student data. This system provides capabilities to communicate, manage the student related information and enables faculty and students to login and communicate with the management. Studenthood effectively manages student related data needs like student info, alumni info, notices, events, amenity maintenance, asset maintenance, issue management, document repository etc in a school, college or university.

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Athmeeya (Apartment Management System)

Athmeeya is an online web application for Apartments, Societies and Communities to manage their data. This system provides capabilities to communicate, manage the information and enables Management to communicate with Tenants and owners. Athmeeya effectively manages peoples related data needs like Tenant info, Owner info, notices, events, amenity maintenance, asset maintenance, issue management, document repository etc in a Property.

Worked with management to translate business requirements into functional and technical specifications and worked with the development team to manage implementation

Responsible for product development and project implementation that fills the end user needs and business goals for an Apartment Management System and College Management System. Maintained responsibility for the development, concept, focus, feature set, coordination and quality of AAthmeeya features. Managed the functional spec writing, usability testing, HTML mock-up designs, production and launch of new features sets. Developed feature sets in a dynamic database intensive environment. Maintained site monitoring & server performance measurements from an end-user's perspective

Scholars (SMS Integrated System)

- Defined the product strategy and roadmap
- Worked with external third parties to assess partnerships and licensing opportunities
- Developed the core positioning and messaging for the product
- Performed product demos to customers
- Set pricing to meet revenue and profitability goals

Adaptive Processes

Managed e-learning project from needs analysis, plan, design, development, implementation and evaluation to effectively communicate with client, meeting deadlines, and promoting internal team satisfaction upon completion.

Nifte School of Business

Created a new process methodology for NIFTE to develop simulations and Online test and Quiz projects better structured, organized and communicating clear variables to reduce project miscommunications

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Ness Technologies (ISO 9001-2000, CMMI Level 3 Certified):

Ness Technologies (NASDAQ: Ness) is a global leader in IT services having operations more than 15 countries and an employee strength of more than 7000

Time period: 2Months

- Re-engineered their QMS compliant with ISO 9001-2000 and CMMI Level 3 include:
- Redefining the Existing processes
- Defining the processes found through Gap Analysis
- Upload the QMS into Intranet
- Representative for ISF from Quality Department for ISO 27001 Initiative

E-Governments Foundation:

eGovernments Foundation is a not-for-profit trust that was founded in Feb 2003 by Nandan Nilekani & Srikanth N

Duration: 3months

- Conducting Gap Analysis
- Defining, implementing processes
- Conducting Awareness Training on ISO 9001-2000
- Conducting Internal Audits

Empower Research Knowledge Services Pvt. Ltd:

Empower Research is a leading Knowledge Process Outsourcing (KPO) solutions space

Duration: January 2007 to July 2007

- Defining
- Delivery processes
- IT Processes (Compliant with BS7799)
- Metrics for Productivity Improvement

Reach technologies:

REACH Technologies, a leader in Information Technology Solutions for the global soft goods industry

Duration: Feb 2007 to July 2007

- Defining IT Processes Compliant to CMMI
- Related Documents Required by CMMI

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Applications and Tools:

Website designing, Web Development , HTML, CSs, Adobe Dream Weaver, LAMP Technologies, Wamp Framework, PHP, MYSQL , Apache, PWS, IIS, Corel Media Studio, Corel Photo Impact, Corel Draw, Google Sketchup, Google Analytics, Google Adsense, SEO Optimized URL(Mod_Rewrite), Google Adwords, FTP Tools (File Zilla, Cute FTP), Ecommerce Technologies, OS Commerce, Tomato Cart, Open Cart, Joomla, Payment Gateway Integration , Helm, Parallel plesk, MS Visio, SMS Gateway, Corporate Video Presentations, SEO, Web Marketing, Quality Standards (CMMI, ISO etc), Microsoft Certified Professional(MCP), Adobe Flex, Adobe Flash.

Personal Details:

Father name : P. V. Krishna

Reddy Date of Birth : 12th of

March, 1983. Nationality : Indian.

Marital Status : Married.

Permanent Address : 1117, A Block, Sahakar Nagar, Bangalore -

560092, . Languages Known : Telugu, English, Kannada and Hindi.