

## Tharun Reddy

UX / UI Developer

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### PROFESSIONAL SUMMARY

- Over 6+ Years of Experience in designing and developing web applications and interactive software products using HTML/HTML5, CSS/CSS3, JavaScript AngularJS and Adobe Creative Suite.
- Involved in Requirement Analysis, Functional Analysis, Design, Development, Implementation, Testing, Debugging and Maintenance of various application in Web and Android apps life cycle.
- Strong experience in synthesizing the needs and goals of users, product managers, marketing and salespeople, user researchers, writers, localizers, developers and testers to ensure the best possible user experience.
- Involved in Brainstorming, Requirements Gathering, Joint Application Development sessions with users, stakeholders and developers
- Expertise in documenting Personas, user scenarios, UX specs, task flows, wireframes, site maps, storyboards, taxonomies, mockups, prototypes, user manuals, accessibility, visual design and design patterns.
- Involved in Prototyping, Iterative Refinement of Design Ideas, Content Style guides, page layouts, color palettes, Construction of Site Maps, Flowcharts, Use Cases, Detailed Design Specifications, and User Manuals
- Profound Experience in Usability Test Design and Administration, Quantitative and Qualitative Research Methods, Statistical Analysis, User Analysis, Survey Design, Interpretive Evaluation, Heuristic Evaluation, Cognitive Walkthrough, Task Analysis, Workflow Analysis, Naturalistic Observation, User Interviews and Rapid Prototyping.
- Handled designing Low and high fidelity mockups on paper, with Photoshop, InDesign, PowerPoint, Visio, HTML, Proto.io and Axure.
- Writing & illustrating brand and usage guidelines. Optimizing images, formatting text, sourcing stock photography and creating small Flash pieces.
- Strong Experience in dealing with CSS Animations, Backgrounds, Layouts, Positioning, Text, Border, Padding and CSS Box Model.
- Experience in using AngularJS for creating user interface and single page web applications.
- Experience in integrating jQuery plug-ins, API's and Widgets into the project.
- Experienced in UML technology for designing use case model, use case diagram, flow diagram etc.

- Hands on experience using the version controls like GIT and project management tools like JIRA and prototyping/wire framing tools like Axure, Sketch and Balsamiq.
- Excellent experience in designing web pages complying with Web Content Accessibility Guidelines(WCAG) and ability to apply W3C web standards.
- Responsible for Checking Cross Browser Compatibility of different elements and tags hence worked on different browsers like Internet Explorer, Google Chrome, Firefox, Opera, and Safari.
- Good knowledge on Cordova PhoneGap for designing Android/IOS applications from native HTML CSS, Javascript.
- Extensive experience in functional testing, UAT, Usability Testing, browser compatibility testing with open source tools like Selenium (IDE,RC) and experience working with testing tools like Firebug, Firebug Lite, Chrome or safari web inspectors and IE Developer Toolbar.
- Experience in using various tools and IDEs for development and design like Visual studio, edit plus, Notepad++, eclipse, Adobe Photoshop, Dreamweaver, Illustrator.
- Adapt to new, evolving UI methodologies and implement them in current projects.
- Highly motivated, reliable analytical problem solver and troubleshooter with strong attention to detail.
- Technically savvy web developer, an ambitious and natural problem solver with a passion for working with new technologies
- Extensive experienced working in both AGILE/SCRUM and SDLC based development environment and participating in SCRUM sessions that includes Analyzing, Designing, Coding, Testing, implementation & Production Support

## EDUCATION

BE in Computer Science, Kakatiya Institute of Technology and Sciences, India

## CERTIFICATIONS

W3schools.com Certified HTML 5 Developer

## TECHNICAL SKILLS

Web Technologies	HTML5/HTML,CSS3/CSS2, JavaScript, AJAX, XML
Programming Languages	C, C++, Java
Database Technologies	SQL/Oracle 10g, 11g, Microsoft Access, DB2, My SQL, Teradata
Design Softwares	Visio, OmniGraffle, Axure, MockFlow, InDesign, Photoshop, Illustrator, Dreamweaver, Adobe XD and Flash
Libraries	AngularJS, JQuery

Operating Systems	Win 95/98/2000/XP/7, UNIX, MAC OS X
UI Skillset	Interaction Design, Rapid Prototyping, Visual Design, User Research, Information Architect, Usability A/B Testing, Card sorting
Methodologies	Agile, Waterfall, RAD
Video	After Effects and Premiere, Final Cut Pro and QuickTime
Others	Git, Jira, Sublime Text, Notepad++, Editplus 3 Eclipse, Selenium IDE, Adobe Dreamweaver, Photoshop, Wordpress CMS
Productivity Software	MS Office Suite, Adobe Creative Suite, Astah, Acrobat

## WORK EXPERIENCE:

**Dun & Bradstreet, San Francisco, CA**

**Sep'14 – Till Date**

**UX Designer**

**Responsibilities:**

- Involved in the Software Development Life Cycle phases like Requirement Analysis, Design, Implementation and estimating the time-lines for the DNB's Mobile applications and website.
- Studying feedbacks and users documentation to define the work had to be done on the new website design project.
- Worked on Information Architecture, Task flow and Usability Analysis of the existing products.
- Developed a standard design pattern & heuristics library for the quick reference of developers & designers
- Led efforts in the redesign of D&B enterprise application suite, a project to unite all major legacy components.
- Interacted with business users, understands their requirements and translate them into effective user journeys and support translation of business needs into human interface requirements and solution design.
- Developed high-level and detailed storyboards, wireframes, mockups and prototypes to effectively communicate interaction and design ideas.
- Extensively involved in redesigning the entire site with CSS styles for consistent look and feel across all browsers and all pages.
- Designed dynamic and browser compatible pages using HTML5, CSS3, JQuery and Ajax.
- Created and developed the web-page layout and positioned/developed design elements, logos and vectors using Dreamweaver, HTML and Adobe illustrator and Photoshop.

- Designed dynamic client-side JavaScript, codes to build web forms and simulate process for web application, page navigation and form validation.
- Worked with the team of architects and UI Developers to gather requirements and enhance the application functionality and add new features.
- Reduced redundant pages and functionality by over 40% and Improved efficiency of user tasks and workflow by nearly 60%.
- Successfully implemented streamlined information architecture and navigation models with sharable components that were scalable and reusable across future projects.
- Established the look and feel of web pages, including typography, graphics, color, layout (CSS3), and utilized Google's CDN to render fonts and assist with page optimization.
- Experienced use of project management software (JIRA) for Issue Tracking, Maintaining Tickets specific to bug fixes and enhancements.
- Responsible for initiating, planning, construction, execution, monitoring and controlling Web applications.
- Handling cross browser/platform compatibility issues (IE, Firefox, and Safari) on both Windows and Mac.
- Tested/De-bugged on browser using Firebug and Selenium IDE.
- Managed application state using server and client-based State Management options.
- Coded Java Script for page functionality and Lightbox plugins using JQUERY.

**Environment:** HTML5, CSS3, JavaScript, JQuery, Adobe Creative Suite CS 5.1, Axure, MongoDB, Twitter bootstrap, Angular.js AJAX, Axure 7.0, Sketch, Proto.io, Git, Jira, Visio, Linux, Spring MVC.

**Home Decorators, Chicago.**

**Aug'13 - Aug'14**

**UX/UI Designer**

**Responsibilities:**

- Contributed to deliverables such as presentations, prototypes, style guide comps, flow diagrams, process flows, specifications and design patterns to promote overall clarity and consistency.
- Help define UX strategy and prioritize the overall product roadmap, working closely with the marketing team, visual design / brand team, engineers, and data scientists.
- Map user journeys, design interactions, and create interfaces that produce a thoughtful and uniform user experience.
- Identify and track key metrics that measure the success of the UX. Utilize user data to impact design decisions.
- Define and design A/B tests to improve user experience and key business metrics.
- Lead and participate in product development process – research, brainstorming, iterative design and testing.
- Take broad, conceptual ideas and turn them into something useful and valuable experiences and products.

- Defined requirements and standards of user interface by creating user scenarios, personas, user stories, in addition to documenting use cases, requirements and interaction pattern.
- Produce user interface wireframes and prototypes for Home Decorators Web-based e commerce system at desktop, tablet, and smartphone display resolutions.
- Served as team usability subject matter expert by conducting tests, performing analysis, and delivering results.
- Authored UX-related documentation including design philosophy, user stories, system terminology, and UI specifications.
- Delivered site maps, interaction flow charts, wireframes, and other design documentation used to build interfaces for a variety of devices including smartphones, tablets, and traditional Web site.
- Implemented applications using Bootstrap framework.
- Bootstrap used along with Angular JS in creating the Application.
- Development of Client Side Validation techniques using Web RTC and JQuery and Angular Java Script.
- Designed the front-end applications, user interactive (UI) web pages using web technologies like Hybrid HTML5, XHTML, and CSS.
- Developed non-functional HTML5, CSS pages from the mock ups and involved in UI review with UI architect and Business Units.
- Developed GUI using OOD, JavaScript, Angular JavaScript, HTML/HTML5, DOM, XHTML, AJAX, CSS3 and jQuery, jQuery Mobile, Backbone.js in on-going projects.
- Used JQuery for creating various widgets, data manipulation, data traversing, form validations, create the content on the fly depend on the user request, implementing Ajax features for the application.
- Converted the mock-ups into hand-written HTML 4.0/5, CSS (2/3), XHTML, Hybrid HTML5, JavaScript, JQuery, AJAX, XML and JSON.
- Collaborated with product managers, engineers, and directors across several departments to define strategy, site architecture and navigation, map out user flow and experience, and define high level interaction.
- Worked directly with the marketing team to fulfill their needs.

**Environment:** HTML 4.0, DHTML, XML, CSS, JavaScript, JQuery, Axure, AJAX, YUI, Adobe Dreamweaver CS5, Macromedia Flash CS5, Adobe Illustrator CS5, Adobe Photoshop CS5, Apache Web Server 2.2, MySQL 4.7, Microsoft Visio, Wordpress.

**HSBC Bank, Hyderabad, India**  
**Web Developer**

**Feb'12 – Apr'13**

**Responsibilities:**

- Day-to-day task includes turning ideas and visions into concepts, and then translating those concepts into designs that illustrate simplicity, despite complexity of the system

- Take ideas and concepts, and visualize them in such that they are communicated effectively and compellingly for internal leaders, partners and customers
- Apply strategic thinking to design and deliver innovative end-to-end user experiences that optimize among user needs, business goals, and technological realities across different platforms.
- Responsible for creating efficient design and developing User Interaction screens using HTML, CSS3, JavaScript, jQuery, AJAX and JSON
- Used JavaScript, jQuery for user interactions in pages.
- Work closely with other developers to facilitate the implementation of user experience designs and ensure UX compliance and consistency
- Conceptualize and articulate complex ideas, then document them (using appropriately chosen, informed deliverables such as sketches, wireframes, prototypes, site maps, user flow, personas, and scenarios) to drive decisions, facilitate understanding, and reach consensus
- Participate in end-to-end projects by ensuring user experience and business objectives are met from the point of project initiation, through discovery, definition, concept development, and refinement
- Turn requirements into user flows, wireframes and visual mockups to explore new user interface designs
- Rapidly prototype and develop user interface features for Business Intelligence platform
- Build the next generation of interactive data applications for mobile devices such as the iPhone/iPad
- Worked on creating responsive website for smart devices using responsive design and media queries.
- Used jQuery AJAX for service calls on pages to interact with the server for information.
- Experience with jQuery.
- Utilized various JavaScript and jQuery libraries, AJAX for form validation and other interactive features.
- Involved in designing and developing the JSON, XML Objects with MySQL.
- Used AJAX, JSON to send request to the server to check the functionality of the websites.
- Testing the website on multiple browsers with their old as well as latest release.
- Used JSON for storing and exchanging information between browsers and servers.
- Using complex Object Oriented concepts in improving the performance of the websites.
- Worked closely with SQA team in fixing the reported bugs/defects and checking cross platform compatibility.
- Created forms to collect and validate data from the user in HTML and JavaScript.
- Active participation throughout the entire software development lifecycle from project inception, to code development and elaborate testing of the various modules.
- Used agile methodology for the software development.

- Developed SQL queries to perform insert, update or delete operation on MySQL database.
- Responsible for authoring of website functionality with JavaScript, HTML, CSS.
- Used CSS Sprites to decrease the number of HTTP requests and load time of web pages.
- Been an active team player, helped in fixing bugs and also carried out troubleshooting.
- Produced semantically appropriate, standards compliant markup, and produced Rich User Interfaces.

**Environment:** HTML 4, CSS, JavaScript, AJAX, jQuery, XML, Axure, Adobe Dreamweaver CS4, Macromedia Flash CS4, Adobe Illustrator CS4, Adobe Photoshop CS4, Tomcat Webserver

**Press Mart Pvt Ltd, Hyderabad, India**

**Jan'10 – Feb'12**

**Web/UI Developer**

**Responsibilities:**

- Developed the User Interactive web pages in a professional manner using web technologies like HTML, XHTML and CSS2 based on the W3C and ADA standards.
- Translated business goals and user needs into an easy-to-use mobile app experiences by quickly prototyping ideas from low-fidelity wireframes concepts to high-fidelity deliverables.
- Observed, interviewed, and tested users of in-house CMS software. Translated findings into business requirements.
- Developed content taxonomies for various systems including eCommerce, News Management and Direct Marketing web-based applications.
- Built interactive prototypes that clearly demonstrated business requirements, use cases, and user interface design specifications.
- Performed heuristic evaluation of various Web pages and issued recommendations for improvement.
- Educated coworkers about design and usability best practices.
- Creating cross-browser compatible and standards-compliant CSS based page layouts.
- Worked on fixing cross browser compatibility issues.
- Created Valid HTML, CSS templates.
- Created and deploying new features in order to sustain and amend existing applications.
- Responsible for maintaining current websites that includes updating the web pages, uploading new content/changes etc.
- Developed client side validation code using JavaScript and JQuery.
- Created pages in Site Core and validating the HTML code with W3C Validator.
- Fixed the HTML errors in site core content editor.
- Fixed Front-End issues with the layouts.

- Highly involved in making updates to the current website and simultaneously handling other projects.
- Provided Print advertisements - magazines, flyer, Branding graphic design services for small business and local educational institutions

**Environment:** HTML, CSS, JavaScript, JQuery, XML, AJAX, Axure, Usability Testing, Agile methodology, Adobe Dreamweaver, Photoshop, Illustrator, Indesign.