SRINIVAS BUDDHA
Sr. UX, UI Designer & Developer

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Creative . Friendly . Individual Contributor . Great Team Player
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SUMMARY

- An astute IT professional with around 12 years with involvement in all the phases of SDLC that includes: Requirement Gathering, High Level Estimating during sales, UX Architecting, Project Planning, Timeline Estimations, Wireframing & UI Designs, UI Development, Testing, Stabilizing, Support and Reviews, Quality Orientation, Releases and Onsite/Offshore Project Coordination.
- Experience in diversified business domains, such as – Banking, Telecom, Retail, HealthCare & Life Sciences, Human Resource.
- Extensive experience in implementing Agile Methodologies (Scrum/Kanban), Waterfall SDLC methodologies.
- 5+ years of experience as UX & UI Architect, managing onsite and offshore UI teams.
- 4+ Years of Overseas Work Experience in UK & USA - executed multiple enterprise applications successfully for major customers like ASDA(Wal-Mart), Baxter, WellsFargo, Comcast.
- Strong technical skills, excellent business-focus capabilities and customer orientation skills.
- Highly motivated with excellent analytical, problem-solving and communication skills, ability and enthusiasm to learn new systems and technologies.

EDUCATION

Andhra University, India
Bachelor's degree in Computer Sciences

IIT Bombay, India
Usability & HCI Training and workshop

APTECH Computers Education
PG Diploma in Web & Graphics Design

EXPERIENCE SUMMARY

COMPANY/CLIENT DURATION

ROLE & RESPONSIBILITIES

WEST AGILE LABS
Hyderabad, India
April 2018 — July 2019

SR. PRODUCT DESIGNER
- Single point of contact for all UX & UI design & development activities in the company.
- Helped teams at various levels in designing web and mobile products based on the clients requirements from Ideation/requirement gathering to wireframes to visual designs to FE & BE development and go live. Successfully delivered more than a dozen products during my stint.
- Provide brand and styles guides for marketing and developers.
- Create UI patterns and UI library for use among projects and teams.
- Created the hiring criteria and interview process for the design team and hired two designers.

COMCAST
West Chester, PA, USA
Project: Xfinity Einstein 360 NextGen Portal
July 2017 – March 2018

UX & UI CONSULTANT
- Understood the business requirements and analyzed existing application(Einstein 360) for user enhancements.
- Designed, developed and Implemented new module/features into the application, Xfinity Mobile related help features. On the customer portal side designed a new mobile customers flow from taking a new xfinity plan to add plan to cart to final delivery.

WIPRO TECHNOLOGIES
CLIENT: **WELLSFARGO**
Columbia, MD, USA
Project: Portal Direct v1.0
Sep 2016 – June 2017

UX ARCHITECT
- Gathered Requirements with BA team by directly interacting with the stakeholders and business teams.
- Analysed, brainstorming and understand the business needs with BA & PM teams and planed the UX/UI activities for project.
- Created wireframes, work flows, personas, task flows, visual design, Responsive UIs, Style.
- Helped UI team of designers in developing other similar UIs for the application.
- Optimized and enhanced the portal to WIA-ARIA compliance.
- Implemented web accessibility to 508.

WIPRO TECHNOLOGIES
CLIENT: **BAXTER PHARMACEUTICALS**
Westlake Village, CA, USA
Project: APDS v2.0
Feb 2015 – August 2016

SR. UX & UI DESIGNER
- **Strategic Planning:** Did the maturity assessment i.e. identify the capability & delivery timelines of the project to apply user centered design methods across all phases of the project.
- **Analysis:** Understand the business process from various teams at different levels and current work flow of the APDSv1.0 from gathering blood to plasma segregation to end user plasma products.
- Gathered and understand the new additional business requirements from the business and the ground team who are working in the facility with the help of usability tools/methods like card sorting, affinity diagramming, personas, user tasks, etc.
- Analysed, segregated the old and new requirements and created wireframes followed with work, task flows and presented to the business and facility team for further review and feedback.
- Designed 2 variants of visual mock-ups and pitched them and got instant approval.
- Incorporated the final review comments (minor changes) and then developed the Responsive UIs.
- Create style guide, user documentation and other document work needed for FDA.
- Implemented SEO and AA web accessibility as per WCAG2.0 standards.
- Worked closely with development team both at onshore and offshore to ensure high quality output within project timeline and parameters. Helped the teams getting the UIs integrated without any UI issues.
- Optimized and enhancing the portal to web and handheld devices with WIA-ARIA compliance.
- Tested the application with JAWS for AA computability.
- User Documents for FDA approvals (As APDSv2.0 is treated as a product rather than a service).

WIPRO TECHNOLOGIES
CLIENT: **ENERGYAUSTRALIA**
Hyderabad, India
Project: EnergyAustralia Web Portal
Development
Jan 2014 – Jan 2015

SR. UX & UI CONSULTANT
- Evaluated the requirements, suggesting the changes because of ADF skinning limitations.
- Developed the page templates, pages and page fragments.
- Skinning the pages as per the visual designs provided by client.
- Taking care of accessibility while developing the pages.
- Closely worked with the BE team to get the UIs integrated.
- Resolving all the cross browser issues from IE9, IE10, Firefox 21+, Safari5+, Google Chrome 25+
- Enhancing the web application to be compatible with mobile and other hand held devices.

WIPRO TECHNOLOGIES
CLIENT: **WALMART**
Leeds, West Yorkshire, UK
Project: Asda Groceries Website
August 2012 – Nov 2013

SR. UX & UI DESIGNER
- Involving in multi-disciplinary meetings and gathering the project and UI requirements.
- Discussion/updating & support teams across locations US, UK and India
- Creating new workflows.
- Designing and developing new User Interfaces on par with the other websites.
- Website testing, user testing the new modules.
- Bug fixing by resolving all the cross browser issues from IE6 to IE9, FF3.6+, Safari4+.
- Implementing web accessibility in all pages.
- Website performance and optimization.

WIPRO TECHNOLOGIES
CLIENT: **KOHLS**
Hyderabad, India
Project: KOHLs Retail Website
Jan 2011 – June 2012

SR. UI DESIGNER
- Interact with onsite coordinator and get the UI requirements.
- Designed product images, banner images, icons and other marketing material using Photoshop and submit back to the onsite coordinator for review.
- Developed all the user interfaces for various modules like product display page, product image carousal, similar products page, etc using HTML, CSS2, JavaScript and jQuery. Help other team members in getting best user experience solution to the web pages being developed.
- Closely worked with the Back End teams to get the UIs integrated from offshore and providing onshore support in tight deadlines. Resolved browser compatible issues.

WIPRO TECHNOLOGIES
CLIENT: **MICROSOFT**
Hyderabad, India
Apr 2010 – Dec 2010

UI DESIGNER
- Developed UIs based on the client requirements. Implemented new features to Microsoft search application.
- Test for browser compatible issues in IE6 & above and other major browsers, and get the UIs integrated with the help of BE team.

IMPELSYS INDIA P LTD.
Bangalore, India
May 2007 to Mar 2010

WEB DEVELOPER
- Understand the wireframes and other business documents provided by UX/Business teams.
- Identified unique page flows and created visual designs with 3 different variants using Photoshop and illustrator.
- Creating User interfaces for the created visual mock-ups by XHTML, CSS2, jQuery and Dreamweaver and submit to product development and business teams for a review.
- Incorporate review feedback on the UIs and get the UIs integrated with back end team in PHP and MySQL environments.
- Fix and debug browser issues by writing browser specific CSS styles and CSS2 media queries for different screen resolutions.
- Implement SEO on the integrated UIs as per the marketing team provided keywords.
- Cross browser testing in IE6, IE7, Firefox and Safari for Mac.
- Support backend teams during deployments and post production support.

SOLIX TECHNOLOGIES
Hyderabad, India
June 2005 – Oct 2006

EXECUTIVE WEB DESIGNER
- Graphics Designing – Created icons, banner images, background graphics, product data sheets, emailers, power point presentations and other marketing material for marketing teams.
- UI designing – create dynamic and static web pages using HTML, CSS and JavaScript
- QA Testing – black box testing of web applications and in-house web projects for any potential page/server or any other UI errors.
- Debugging browser errors using debug tools.
- Testing and fixing cross browser issues and make necessary changes for cross browser compatibility.
- Help and support other teams to reach their timelines.

SKILLS/TECHNOLOGIES

UX DESIGNING		UI DESGINING	UI DEVELOPMENT	
• Communication	• Axure RP	• Sketch	• HTML5	• DOM
• Empathy	• Balsamiq	• Invision	• CSS3/4	• JavaScript
• Research & Analysis	• Adobe XD	• Zeplin	• SCSS	• Git, GitHub
• Information Architecture	• A/B Testing	• Adobe Photoshop	• Bootstrap 4	• WCAG 2.0
• Wireframes & Prototypes	• JAWS	• Figma	• jQuery	• Semantic Web
• Interaction Design	• User Testing	• Responsive Web Design	• Angular 6	• Accessibility
• Usability Testing		• Interactive Prototypes & Task Flows	• TypeScript	• WordPress
• Data Analytics		• Mobile App Design	• Flexbox & CSS Grids	• Jekyll, RVM
			• Responsive Web Development	• Developer Tools