SRINIVAS BUDDHA
UX/UI Designer & Developer

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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.
- Translate UI/UX designs into code, implement UCD at all phases, ensure the technical feasibility of UI/UX designs and thus improve ROI.
- 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 Comcast Communications, Wells Fargo, Baxter, Shire, Wal-Mart, KOHLS, AT&T, Microsoft, EnergyAustralia, GSK, etc
- 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
- Keep abreast of latest technology trends in User interface.
- Work with various multi-functional groups to provide solutions to tackle issues or implement new technologies which brings value to the team.

EXPERIENCE SUMMARY

COMPANY	DESIGNATION	LOCATION	DURATION
West Agile Labs	Sr. Product Designer	Hyderabad, India	April 2018 — July 2019
Comcast Communications	Sr. UX & UI Consultant	Philadelphia, USA	July 2017 – March 2018
Wipro Technologies	UX & UI Consultant	USA, UK, India	April 2010 – June 2017
Impelsys India P Ltd.	Web Developer	Karnataka, Bangalore	May 2007 – March 2010
Solix Technologies	Executive Web Designer	Hyderabad, India	June 2005 – Oct 2006

EDUCATION

UNIVERSITY/INSTITUTE/BOARD	COURSE/CERTIFICATION	DURATION/YEAR	SPECIALIZATION/SUBJECTS	%
IIT Mumbai	HCI Training & Workshopp	2007	Usability, HCI	--
APTECH	PG Diploma in Web & Graphics	2000 - 2002	Computer Graphics & Web Design	--
Andhra University	Bachelors Degree of Computer Sciences	March 1997 – April 2000	Computers, Mathematics, Physics	65
Intermediate Board of Education	Intermediate (10+2)	April 1995 – April 1997	Mathematics, Physics & Chemistry	66
Secondary School Certificate	10th Standard	March 1994 – April 1995	Maths, Science, Social, English, Telugu, Hindi	73

KEY PROJECTS

| | DESCRIPTION & RESPONSIBLITIES | TECHNOLGIES USED |

Project Name:
Cypress Lawn

Role:
UX & UI Architect

Company:
West Agile Labs

Location:
Hyderabad, India

Description:
Cypress Lawn Memorial Park is a cemetery located in Colma, California. It is the final resting site for several members of the celebrated Hearst family plus other prominent citizens from the greater San Francisco area. The project CypressLawn 2.0 is aimed at clubbing their legacy applications into one single automated full featured responsive application where the actual users can go directly to their customers and do the process offline.

Responsibilities:
- Understand the existing system, business model, mental model of the users and come up with a requirements document.
- Day-to-day interaction with the actual users and stakeholders to determine the future requirements.
- Brainstorm and analyze the old system and new requirements to create IA, wireframes, visual & UI designs.
- Helped project team in project timelines planning.
- Created HTML UIs using Angular, Bootstrap4 & SCSS.
- Help BE team in resolving UI issues.
- Created brand and styles guides for marketing and developers.
- Manage UI team for a seamless flow of UI delivery to the backend team.
- Helped QA team in creating test cases from UI point & browser issues.
- Define 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.

Technologies Used: IA, Wireframes, Personas, Use Cases, User Stories, Visual Designs, Sketch 53, Invision, UCD, Acrobat, Photoshop CC Zeplin, HTML5, CSS4 Bootstrap 4, Angular 6, Developer tools, Git, JIRA

Project Name:
Xfinity Mobile Web Portal

Role:
Sr. UX & UI Developer

Company:
Comcast Communications

Location:
West Chester, PA, USA

Description:
Xfinity Mobile is a new service that Comcast launched in 2017 with an intent to get into mobile communication service business into US which has already a customer base of over 1.5 million. The current project is customer facing web portal with all the functionalities that are aimed at both new and existing users who are already using Comcast's internet and other TV services.

Responsibilities:
- Understand the business logic and existing portal for user enhancements and implementation of new features.
- Designed a new mobile customers flow from taking a new xfinity plan to add plan to cart to final delivery.
- Created visual designs and developed UIs for the new mobile module and get them integrated with the help of back end team.
- Tested the website for usability, user experience and UI issues.
- Implement WCAG2.0 for web accessibility.

Technologies Used: Visual Designs, Sketch 52, Invision, HTML5, CSS3, Bootstrap 3, Angular 4, Git, Rally

Project Name:
Portal Direct v1.0

Role:
UX & UI Architect

Company:
Wipro Technologies

Client:
Wells Fargo

Location:
Columbia, MD, USA

Description:
PortalDirect is an internal facing responsive web application catered to a close-knit who includes Investors, Collateral Managers, Relationship Managers, Financial Managers, Analysts and Accountants who invest/manage and monitor the CDOs and CLOs. The aim of the portal is to streamline the process from setting up a deal to manage/monitor and provide reports specific to the user along with presenting a transparent work-flow from end-to-end.

Responsibilities:
- Gathered Requirements with BA team by directly interacting with the stakeholders, Product Owner 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 guide
- Manage UI teams at onshore and offshore, frequent interactions with offshore team to resolve their queries relating to UIs.
- Helped UI team of designers in developing other similar UIs for the application.
- Optimized and enhanced the portal to WIA-ARIA compliance.

Technologies Used: R&A, RG, IA, Brainstorming, Wireframes, Visual Designs, RWD, Balsamiq, Photoshop CS6, HTML5, CSS3, Bootstrap 3, jQuery WCAG2.0, Developer Tools, Accessibility Testing

Project Name:	**Description**:	R&A, RG, IA,

Project Name:
Automated Plasma Dispositioning System (APDS v2.0)

Role:
UX & UI Consultant

Company:
Wipro Technologies

Client:
Wells Fargo

Location
Westlake Village, CA, USA

Description:
APDS performs functions that directly impact the release of plasma units suitable for further manufacturing. The APDS supports business operations in receiving and tracking shipments of plasma from Baxter internal and external third party plasma collection facilities during interim storage at the Baxter warehouses. When the plasma is released from the plasma collection centres and data on the units is received in the system, APDS shall create an electronic record of the shipment and manage further status changes to the units. This includes lab testing and Lookback information that may impact final release of the units to the manufacturer. APDSv2.0 enhanced version of APDsv1.0 with automates all the above said process.

Responsibilities:
- **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.
- 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.
- Verification of Design and User Documents for FDA approvals (As APDSv2.0 is treated as a product rather than a service).

R&A, RG, IA, Brainstorming, Mental Models, Personas, Use Cases, User Stories, Task Flows, Wireframes, Visual Designs, RWD, JIRA, SVN, Balsamiq, Photoshop CS6, HTML5, CSS3, SEO, Bootstrap 3, jQuery WCAG2.0, Developer Tools, Accessibility Testing, Performance Optimization, Documentation

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Project Name:
ASDA Groceries Retail Website

Role:
Sr. UX & UI Designer

Company:
Wipro Technologies

Client:
Wal-Mart UK

Location
Leeds, West Yorkshire, UK

Description:
Walmart is a retailing website that sells almost all the products both online and in stores. And in the current project the aim was to add new business requirements, update & enhance the existing functionalities like add to cart by drag and drop, showing dynamic ads like new products and related products to consider on the webpage, without effecting other modules and optimise the already existing website there by gradually revamping the entire child website but retaining the branding of the parent with enhanced user experience with strict web accessibility and as per W3C standards.

Responsibilities:
- Discussions Product Owner and PM for UI requirements.
- Co-ordinate, update & support teams across locations US, UK and India for implementing UI features.
- Creating UI templates i.e. unique pages and workflows and share with offshore team.
- Designing and developing new User Interfaces on par with the other ASDA branding.
- Website testing, user testing the new modules and features.
- 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.

Axure, UCD, Dynamic HTML, HTML5, CSS3, JavaScript, jQuery, CMS, Photoshop, Dreamweaver, Tortoise SVN, JIRA, Eclipse IDE, AB Testing, JAWS

Project Name:
KOHLs Retail Website

Role:
UI Developer

Company:
Wipro Technologies

Client:
KOHLS

Location
Chennai, India

Description:
KOHL is a retailing website that sells almost all the products both online and in stores. And in the current project the aim was to revamp the static website that is developed using plain JSPs into a dynamic website and wipro's part involved in developing the UIs end-to-end for the site making it sure that it is cross browser compatible and as per W3C standards.

Responsibilities:
- 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 carousel, 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.
- Website testing for any UI/cross browser compatible related issues and resolve browser issues.

Axure, PhotoshopCS2, xHTML4.0, CSS2, JavaScript, jQuery, XML, SVN

Product Name:
iPublishCentral

Role:
Web Developer

Company:
Impelsys India P Ltd.

Location
Bangalore, India

Description:
iPublishCentral, IPC in short is a revolutionary self-serve digital publishing tool enabling publishers to market, distribute and deliver their content online through a self-serve model. Also it's a Viral marketing tool that enables publishers to promote their brand & titles across web including social networks and blogs, Digital Asset Management System that allows publishers to store, search, retrieve and distribute all digital assets online, Digital content delivery solution that helps publishers create end-user portals through automated workflows.

Responsibilities:
- 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.

iPlotz, xHTML4.0, CSS2, JavaScript, jQuery, PhotoShopCS2, Dreamweaver, PHP, MySQL, JSON

Project Name:
RecruitSharp v1.0

Role:
Executive Web Designer

Company:
Solix Technologies

Location
Hyderabad, India

Description:
It's a web-application providing End-to-End automated process for recruiting a candidate for a company either on a contract/part-time/fulltime purpose, right from placing a requisition, preliminary scrutiny, scheduling an interview, final scrutiny, recruiting a candidate to background checking. Wherein my role involves creating mock-ups, designing UI Screens and developing DHTML and CSS for the web pages viz JavaScript components like Check-uncheck, date pickers, show-hide context menus, menus and navigational items, writing CSS, etc. and getting the pages integrated working close with developers.

Responsibilities:
- 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.

xHTML4.0, CSS, JavaScript1.0, Photoshop CS2, Dreamweaver

SKILLS

ADVANCED	INTERMEDIATE	BEGINNER
Sketch, Invision, Photoshop, Zeplin, HTML5, CSS3, Flexbox, SCSS, Bootstrap 4, Wireframes, Responsive Web Development, Visual Design, JIRA, Rally, Trello	jQuery, JavaScript, DOM, GitHub, SVN, Figma, MS-Visio, Framerjs, MS-Office, SEO, WCAG 2.0, Chart.js, Balsamiq, Confluence, A/B Testing, JAWS,	Angular4, Vue.js, Typescript, Gulp, RVM, Jekyll, Node.js, NPM, Node CLI, omnigraffle