

Priyanka Subbaraju

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Summary

- Senior Interaction Designer with 3.5 years of experience in user research, interaction design and usability evaluation for B2C, B2B and enterprise applications across e-commerce, healthcare, construction and media industries.
- Highly passionate about designing user centric multi-channel experiences that drives business growth by enhancing user satisfaction towards the brand.
- Strong appetite for new problems and challenges.
- Prefer to work in fast paced collaborative environment involving all stakeholders for continuous improvement.

Work Experience

Sybrant Technologies Pvt Ltd | April, 2012 - November, 2015

Senior Interaction Designer

April, 2015 - December, 2015

- Work strategically with client and internal team members across the organization.
- Leverage user centered design principles as foundation for design solutions through wireframes and prototypes.
- Raise and negotiate project issues with project stakeholders. (client if required)
- Oversee close coordination between design and development team to develop a shared vision for project.
- Coordinate on pre-sales activities to drive sales of UX projects and support sales team in acquisition and retention of clients.
- Participate in and foster company's Design Community and mentor junior members of the design team.
- Evangelize UX knowledge among other team members within organization.

Associate Interaction Designer

June, 2012 - April, 2015

- Engage with sales team and/or customer early on to seek a deeper understanding on customer's business ecosystem holistically.
- Develop understanding of users through primary and secondary research techniques.

- Create sitemaps, task flows and low fidelity prototypes for internal review and brainstorming.
- Take ideas and concepts, and visualize them such that, they are communicated effectively to customers.
- Constantly interact and iterate wireframes based on user and customer feedbacks.
- Coordinate with production and quality assurance team to ensure design execution quality.
- Extensive client interactions and presentations throughout project life cycle.

Key Skills

UX Methods

- Stakeholder Interviews
- Competitor Analysis
- Card Sorting
- Heuristic Analysis
- User Survey/Interviews
- Task analysis
- Sitemap
- Usability Testing
- Hand Sketches
- Wireframes
- Low and High fidelity prototypes

UX Accelerators

- Axure
- Xmind
- Balsamiq Mockups
- Adobe Illustrator (Beginner)
- MS Office Suite

Awards & Recognition

- Best Contributor of the year- User Experience, 2014
- Best Employee of the month- December, 2013

Certifications

- Certified Usability Analyst (CUA) - Human Factors International.
- User research - Methods and Best practices - Interaction Design Foundation (IDF)
- Conducting usability testing - Interaction Design Foundation (IDF)

Design Community

Member of “Madrasters” design community, Chennai.

Education

Bachelor of Engineering - Information Technology (IT), Anna university, 2011

Personal Details

Date of Birth: January 24, 1990

Gender: Female

Marital Status: Single

Languages Known: English, Tamil, Telugu, Hindi & Kannada

Declaration

I hereby declare that the above information is true to the best of my knowledge.