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Summary

- Understanding of the end users of the website/application through secondary and primary research (user interviews, traffic data).
- Generating user personas and user scenarios.
- Prepared low fidelity prototypes of sites/features (ranging from paper-and-pencil concepts to wireframes or interactive prototypes) for internal review and brain storming.
- Presented high fidelity designs/mock-ups to the customer for review/iteration/approval.
- Supported All product managers with design concepts and global marketing team
- Requirement gathering from product team and conceptualizing, planning and designing Applications interfaces
- Monitoring and maintaining the status reports
- Maintaining design consistency throughout the company's products and websites
- Creating corporate presentations for global use for different stake holders
- Conceptualizing and designing advertisements (local and international)
- Designing brochures, catalogs, white papers, Data sheets, News Letters, etc.

Experience



Staff UX Designer

JuniperNetworks

May 2021 - Present (2 years 8 months)

Here my responsibilities include managing the Juniper supports internal applications like Juniper support portal, Renewals application, Juniper support insights which were used by theJuniper customer for their support activities. Also I was taking care of JSP service console which was used by the juniper tech support team (JTAC) to manage Juniper customer cases, RMA, Assets and Service Contracts and related queries.



UX Manager

MEDGENOME

Aug 2015 - Apr 2021 (5 years 9 months)

Here My major responsibilities include managing and developing the LIMS (Laboratory information management system) and other healthcare related applications (IGP-Intergerated Genomics platform). Oncopcept- Cancer immunotherapy platform. Also NExt Gem (An application used by bio-informaticians for processing the DNA data.)

- Understanding of the end users of the application through primary research (user interviews and contextual enquiry and scenarios development).
- Generating user personas and user scenarios.
- Developing the task flows and Information architecture.
- Prepared low fidelity prototypes of sites/features (ranging from paper-and-pencil concepts to wireframes or interactive prototypes) for internal review and brain storming.
- Presented high fidelity designs/mock-ups to the customer for review/iteration/approval.

- Supported All product managers with design concepts and global marketing team
- Requirement gathering from product team and conceptualizing, planning and designing Applications interfaces
- Monitoring and maintaining the status reports
- Maintaining design consistency throughout the company's products and websites
- Creating corporate presentations for global use for different stake holders
- Conceptualizing and designing advertisements (local and international)
- Designing brochures, standees, poster and other marketing collaterals

Team Lead - User interface design

Accenture

Sep 2014 - Aug 2015 (1 year)

I was working here as a lead interface designer for AstraZeneca applications



Lead UI Designer

HP

Apr 2013 - Sep 2014 (1 year 6 months) As a UI designer I had to conduct stakeholder interview, user interview and competitive analysis of the product/application before jumping into design of application. Also, I did Heuristic evaluation of the existing application in case of enhancement of the application. Finally, I did usability testing of the product before its launch.



Visual Designer

ANZ

Apr 2010 - Apr 2013 (3 years 1 month)

I was taking care of all web work related to ANZ.com as well as interface design of few online applications launched on ANZ.com along with Corporate intranet redesign work



Creative Designer

Movate

Aug 2007 - Apr 2010 (2 years 9 months)

I was working as a Executive -Designer. My responsibilities was to design microsites for clients based on their requirements. I had to customize the clients sites to showcase the services provided by them. I use to collect the website requirements from the stakeholder and our business manager. Based on their inputs and as per the user centered design methodology I used to design the user friendly interfaces. Post their approval process would develop those websites using HTML, CSS and Javascript.



Web designer

Emantras

Jan 2006 - Jul 2007 (1 year 7 months)

I worked here as a web designer. I had to analyze the client documents related to website based on their requirement I designed the websites.

Education



University of Madras

MCA, Computer applications



University of Madras

B.Com, Commerce



Kendriya Vidyalaya

Licenses & Certifications



User Experience Design Fundamentals -Udemy

UC-FMCPT03C



Certified Scrum Master -Scrum Alliance

Issued Nov 2018 - Expires Nov 2020

853733



Certified Usability Analyst - Human Factors International

2021-8426



UX for Mobile - Human Factors International

Skills

Cross-functional Team Leadership • Analytical Reasoning • Product Requirement Definition • Communication • Product Service • Attention to Detail • Intuitiveness • Mobile Design • Research Skills, user research • Product Design