

Profile Synopsis

Qualified User Experience Analyst & Designer with industry track record, interested for a managerial role within progressive IT firm to heighten potential of gained skills. Possess core expertise in all aspects of User experience plus excellent skills in user research, evaluation and design of high level interface architecture for software, web-based and media products. Have very good understanding with ergonomics and various user research plus design methodologies. Holds well developed analytical, problem solving, organizing, coordination, communication and interpersonal skills along with competency in building, training, motivating, training and retaining to-performing team in a fast-paced work environment.

Strengths	
+ 14 + years' experience in User design & analysis	+ Strategic thinker with analytical expertise
+ Managerial & operational capabilities	+ Certified Usability Analyst from Human Factors Int'l.
+ Can work independently or within a team	+ Extensive experience with user-centered design

Experience Snapshot

June 2012 – Present	User Experience Manager , Intigral, KSA & UAE
Sep 2010 – June 2012	User Experience Consultant , UXense, Independent, India
Jan 2008 – Aug 2010	User Experience Specialist , Arvato Mobile ME & GETMO, Dubai, UAE & Hamburg, DE
Jun 2007 – Jan 2008	Front End Designer , Catch Interactive, Dubai, UAE
Aug 2004 – May 2007	User Interface Designer , HTC Global, Chennai, India
Dec 2003 – Aug 2004	Interaction Designer , Athene Soft Tech, India
June 1998 – Nov 2003	Front-End Designer - WAP , Icegen Computing & Mech-Ci Technologies, India

Areas of Expertise

- Lead the organizations towards successful implementation of user experience and in delivering products and services with a high level of quality.
- Proficient in all aspects of user experience from research to user-centered design to visual design.
- Hands-on experience on design and branding with excellent ability to build-maintain top-performing team.
- Design or evaluate human work systems, using human factors engineering and ergonomic principles to optimize usability, cost, quality, safety, or performance of Websites and GUI applications.
- Assess the user-interface and usability characteristics of products and recommend ways to improve it.
- Develop and implement research methodologies to test and evaluate developmental prototypes

Proven Job Role

User Experience Manager, Intigral - An STC & ASTRO JV

On-going projects: *Rich media products focusing on mobile and web user interface.*

Redesign Web & Mobile applications to provide consistent experience across all product families.

- Actively promoting usability engineering and user-centered design methodologies across the organization.
- Setting up processes to support and ensure the success of user-centered design.
- Carrying out company's range of services which includes implementation of UI designs, wireframes, prototypes, specifications, research, user scenarios and visual design for Mobile applications as well as web based and media products. Also conducting usability testing and out-of-the-box analysis in product development.
- Heuristic Evaluations, UX Recommendations, Remote Usability testing.

User Experience Consultant, UXense -Independent

Clients: AVG Anti-Virus, Fly Dubai, Induna Consultancy, DubaiVibe.

- Heuristic Evaluations, UX Recommendations, Remote Usability testing.

User Experience Specialist, Arvato Mobile ME & GETMO

On-going projects: Rich media products focusing on mobile and web user interface.

Redesign desktop software to provide consistent experience across all product families.

- Actively promoting usability engineering and user-centered design methodologies across the organization.
- Setting up processes to support and ensure the success of user-centered design.
- Carrying out company's range of services which includes implementation of UI designs, wireframes, prototypes, specifications, research, user scenarios and visual design for software as well as web based and media products. Also conducting usability testing and out-of-the-box analysis in product development.
- Overseeing the usability or design lifecycle plus localizing the product process of GETMO for various geographical locations such as MENA, Europe, South Africa, Russia, Indian Sub-Continent and Australia.
- Provided user-centered design for various websites: **such as handy.de, www.getmo.ae, games.zain.com, , mobile.getmo.ae, Upcoming Web/WAP portals (getmo games, getmo music, Vodafone – WAP Games portal and Apps Store)**

User Experience Analyst, Catch Interactive

Clients: Jazeera Airways, ckin2u, Motorola, Clinique, Dubai Outlet Mall, Davidoff, Faces ME

- Directed research reports & designs including requirements, UI specifications, personas, test plans, pre and post-test questionnaires; accordingly delivered user centered design recommendations & prototypes.
- Hands-on experience in usability tests, heuristic evaluations and video user testing with Morae.
- Successfully enforced significant improvements across the business unit resulting to an increase in the customer satisfaction and minimize number of support issues.

User Experience Designer, HTC Global

Clients: Midwest insurance, Oklahoma County, Michigan State, Delphi, State farm insurance, Citi Group, Meijer, etc

- Managed defining the user experience for HTC products & services.
- Expertise in delivering UI designs, wireframes, prototypes, specifications, research, user scenarios and visual design for software, web-based and media products.
- Provided leadership and direction to a team of UI designers, visual designers and content providers.

Other Design Experience

- Dealt with Daimler-Chrysler, Hastik Baymont, Licus Technologies and DS1 Technologies of UI designing and localization assignments as the Interaction Designer of Athene Soft Tech in India.
- Experienced in providing user interface designs for the application developed for mobile phones & PDA having worked as Front-End designer for ICEgen Computing in India.
- Designed various web projects with Nathans Media Group.
- Independent User Experience Consultant for Infoplus Tech. – UK, India and RYAN Connect, India.

Educational Qualifications

2013	Certified Scrum Master (CSM) , Scrum Alliance, Denmark.
2009	Certified Usability Analyst (CUA) , Human Factors International, United States.
1995 - 1998	Diploma in Computer Technology-DCT , AGP College, Dept. of Technical Education, TN, India

Certifications/Trainings - User Experience

Human Factors International Trained and Certified Usability Analyst
Essentials of Interaction & User Experience Design
Practical Usability Testing, Science and Art of Effective Web and Application Design, User-Centered Analysis and Conceptual Design, Rapid Prototyping, ROI of User Experience
Usability and Product Development, Web 2.0 Design and Usability, How to Build Personas

Memberships

- Member of Usability Professionals' Association
- Member of Human Factors and Ergonomics Society

I.T. Proficiency

Well versed with following tools & technologies: Axure, Morae, Tobii-eye tracking, OmniGraffle, Visio, Camtasia, Photoshop, Balsamiq, MS Office, Dreamweaver, ADA 508 Standards, HTML and CSS.

Personal Details

Languages Known: English, Tamil, Telugu and German (*Beginner*)

Nationality: Indian

Family Status: Married with 1 Child