

Objective

A full-time position within an organization that is customer-centric and empowers user-centered design methodology to create products that inform, inspire and entertain.

As a self educated professional on the trade of Internet/media design and development, I possess a broadminded and well informed perspective bonded by relentlessly optimistic motivation to deliver the best at what I do.

Skills

I have over **9 years** of collective hands on experience in a variety of skills and roles. A summarized description of each can be found below.

Sr. User Interface and Experience Designer

Over 2 years of hands-on experience with all stages of a user-centered design process from user research, concept prototyping, interaction design, usability testing and production.

- Proven designs and implementations of user driven workflow models for search, filtering, data - mashup, wizards, graphing and analytics.
- Strong understanding of Information data modeling and Information architecture.
- Strong believer in User Centered Design Methodology and enforcing design principles with well defined guidelines.
- Liaison between Product Management and Engineering throughout the product development lifecycle to ensure business and user requirements are translated into appropriate design solutions
- Experience in designing for multiple platforms ranging from web, mobile and kiosk displays.

Web Developer and Architect

Over 2 years of hands-on experience in internet applications and sites.

- HTML framework architect with in-depth experience in hand-coded HTML, JavaScript and CSS.
- Architected application presentation/User Interface frameworks with tailored CSS Architectures and JavaScript Libraries.
- Thorough grasp of cross-platform cross-browser compatibility issues and code optimization.
- Adapted in working under a high-pressure team-oriented environment.
- Adequate hands on experience in JQUERY, Prototype and Dojo frameworks.
- Experience in working with DHTML, AJAX, Java and XML. Well versed with Macintosh and Windows operating systems.

Visual and Graphic Designer

Over 5 years of experience with the complete Adobe Creative Suite for print and digital media.

- Extensive hands on experience in Adobe Photoshop, Fireworks and Illustrator.
- Proven ideation skills in branding and personality design.
- Adequate hand-on experience in Adobe flash and 2D animation.
- Strong skills in color theory, typography, iconography and illustrations.
- Experienced in large and small format print and publications.

Team and Project Management

Project experience in working and managing small to medium size design teams.

- Proven team-building skills and leadership with people, personalities, process and product management experience.
- Plan for and execute on product roadmaps.
- Excellent verbal, written and presentation skills interfacing with stakeholders to sell product designs that meet both business and design requirements.
- I have an excellent track record on all my managed projects with high levels of fidelity and satisfaction as an A class team.

Artist, Advertising and Photography

Skilled sketch artist and an experimental caricaturist. I have also been practicing concept art and illustrations for the last 3 years. I am also an active hobbyist photographer with experience as a freelance photographer in a few advertising companies. I also have average copy-writing skills

Employment History

1. **Senior Associate**; *Cognizant technology Solutions* from 01/03/2010 to present
2. **Associate**; *Cognizant technology Solutions* from 10/01/2007 to 01/03/2010
3. **Programmer Analyst**; *Cognizant technology Solutions* from 09/05/2005 to 10/01/2007
4. **Freelancer**; From 02/01/2002 to 06/01/2006

Experience

Sr. User Interface & Experience Designer (Contract)

Large Information Service Provider (Part of Cognizant's Clientele)

July 2009 - Present ; San Mateo, California

- Sr. UI/UX designer for a large product family of award winning online web-applications.
- Interfaced with product definition and technology groups in creating simple and intuitive work-flows for the applications.
- Primary job role was to translate the functional specification into wireframe prototypes that was vetted by tedious user testing and user acceptance before delivering consumable design wireframes to technology team.
- Also worked in creating fully functional prototypes and interaction specifications for a large variety of products.

Frontend Architect and Web Developer (Contract)

Large Information Service Provider (Part of Cognizant's Clientele)

December 2008 – July 2009; San Mateo, California

- Team lead of S.W.O.T. analysis team to improve the overall performance and stability of the presentation layer.
- Involved in an in-depth understanding of the client's complete product line and the current implementation methodology.
- Designed a scalable and flexible frontend framework aimed to deliver high performance and stability.
- Involved elaborate design of the HTML framework and CSS architecture.
- Involved the implementation of several web-optimization techniques both from a code and deployment perspective.

User Interface & Experience Designer (Contract)

Large Information Service Provider (Part of Cognizant's Clientele)

July 2007 - November 2008; San Mateo, California

- UI/UX designer for a large product family of award winning online web-applications.
- Interfaced with product definition and technology groups guided by a Sr. User Experience Designer in creating simple and intuitive work-flows for the applications.
- Primary job role was to translate the functional specification into wireframe prototypes under guidance of Sr. Experience designer and assist in user testing. Aid in creating design wireframes for technology team to consume.

Web Developer (Contract)

Large Information Service Provider (Part of Cognizant's Clientele)

April 2007 – July 2007; Chennai, India

- Team lead and web developer of a team of 7.
- Creating high fidelity product demos.
- Involved strong understanding of the branding and style guidelines specified by the client.
- Incharge of client management and requirements management with a well executed project plan and delivery schedule.
- Team led for 3 product demos that involved heavy HTML, CSS and javascripting with very short turn-around times.
- Doubled in as a web-developer through-out the development cycle.

Visual and Graphic Designer; Animator (Contract)

Publication company (Part of Cognizant's Clientele)

January 2007 – March 2007; Chennai, India

- Visual designer for a Publication company to create animated movies for a large media event.
- Illustrated concept art and Designs
- Designed story board and animation overview
- Create 3D model and textures
- Created animated movies

Web Developer (Contract)

Large Financial Service Provider (Part of Cognizant's Clientele)

July 2006 – January 2007; Chennai, India

- Team lead and Web-developer in a team of 4 for a financial web application.
- Designed the HTML framework and CSS architecture in collaboration with the client's user-experience group. Developed over 150 HTML pages .
- The web application was approximately 300 pages in size and we achieved an extra-ordinary QA pass rate of 97%.
- Our team received numerous accolades for our performance and quality.

Visual and Graphic Designer (Contract):

Creative Design and Media group, Cognizant Technology Solutions

June 2006 – July 2006 ; Chennai, India

- Visual designer for the creative design group servicing multiple internal design projects.
- Worked on companywide media presentations, posters, promotional campaigns and print projects.
- Involved in creating corporate identity assets from cards, posters, CD cover and e-mail banners.

Web Developer (Contract)

Large Information Service Provider (Part of Cognizant's Clientele)

March 2006 – May 2006; Chennai, India

- Web developer in a team of 2.
- Created high fidelity product demos.
- Involved strong understanding of the branding and style guidelines specified by the client.
- Project involved heavy HTML, CSS and javascripting with very short turn-around times.

Visual and Graphic Designer (Contract)

Logistics Company (Part of Cognizant's Clientele)

November 2005 – March 2006; Chennai, India

- Visual designer and graphic artist involved in creating large format print solutions for a 2 logistics client.
- Created icons, graphic assets, illustrations, email ad campaigns and poster designing.

Visual and Graphic Designer (Contract)

Telecommunications Company (Part of Cognizant's Clientele)

September 2005 – November 2005; Chennai, India

- Visual designer and graphic artist involved in creating email mailer templates and event posters for internal marketing for all the client's operating offices.

Photographer (Freelance)

jpforographia Inc.

Jan 2005 – July 2006; Chennai, India

- Freelance photographer working with an advertising company.
- Worked as a trainee with the agency after moving to junior photographer.
- Gained invaluable experience in studio photography and lighting.

Graphic Artist (Freelance)

Heritage Arts Emporium

May 2003 – Sept 2004; Trichy, India

- Freelance graphic artist working for a small business heritage arts company.
- Designed for the electronic media team working on cultural art and design sketches.
- Sketched design profiles that the woodwork team would use to create sculpted artifacts.

Graphic Artist (Freelance)

BSR Advertising Agency

Feb 2002 – Sept 2004; Trichy, India

- Junior freelance artist at the agency, working on print designs for their clientele.
- Worked for the banner and hoarding team
- Designed and created large format print designs.

Education History

Shanmuga Arts, Science, Technology and Research Academy

Bachelor of Technology, Major in Electronics and Communications

2001-2005

[View portfolio](#)