

Ian Crasta

Lead UX Designer

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About Me

A UX designer at heart who has a passion for solving human needs through design. As a professional, I believe that a balance of user empathy and business rationale is key to creating useful products. I am also a big proponent of self learning.

Skills

- User centered approach to the design of digital products
 - Empathy towards users and the ability to understand their goals, motivations and personas
 - Application of interaction design principles and concepts,
 - Application of qualitative and quantitative research methodologies
 - Ability to design and structure the architecture and information for products and platforms
 - Creation of user personas, scenarios and user stories
 - Prototyping
 - Project management
 - Extensive knowledge of UI tools, technologies and principles
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Experience

Cartoon Mango / Lead User Experience Designer

AUGUST 2015 - PRESENT, BANGALORE

My key responsibilities included:

- Leading a team of product designers, focussing on in-depth user research and usability testing.
- Training team members from various backgrounds to become self sufficient UX designer (focussed on user research, use of usability patterns and design systems for large products and key UX processes)
- For startups, ensuring that our solutions are balanced between user's and business needs

I have worked extensively with clients in a variety of business domains such as education, enterprise, finance, healthcare, e-commerce, CMS, telecom, automotive, sports and HR.

I joined Cartoon Mango as a key player in establishing the UX division for the studio that enabled us to provide end to end design solutions for our clients through user centered design approaches. I was responsible for setting up our design process tailor made to the type of clients we engaged with. I worked towards training and mentoring the team enabling them to become self-sufficient designers.

Illustration Much / Project Manager & UX Designer

JUNE 2013 - MAY 2015, BANGALORE

As we were a very small team, I performed multiple roles that included account management, project management, client servicing, client-designer liaising, designer-developer liaising, user experience design and website management.

UX Projects:

- Travel & Expenses Platform: Performed the role of a UX designer and product strategist for a travel and expenses web/mobile app that would serve the 170,000+ employees of the client.
- Photo sharing and editing app: Created the initial information architecture and wireframes for this app.

Navsemi Technologies / Industrial Designer

NOVEMBER 2012 - MARCH 2013, BANGALORE

I closely worked with electronics engineers, SS sheet enclosure manufacturers and plastic part manufacturers in order to design and manufacture IP65 rated enclosures for solar charge controllers and solar power management units. Also conducted thermal imaging studies and thermal analysis for the enclosures to ensure proper heat dissipation and prevent overheating.

Education

Symbiosis Institute of Design / Bachelors of Design in Product Design

2008 - 2012, PUNE

During my 4 years of study at SID, I primarily learnt about the various aspects of product/industrial design such as studies in form, product ergonomics, product detailing, materials and manufacturing techniques, creative thinking and innovation, design of systems, consumer research methodologies, etc. I was introduced to the principles and elements of visual design, and the importance of sociocultural studies for better product design. My projects included design of machinery for farming, design of a communications system for a blind old-age home, and the design of motorbike accessories for the next gen handheld devices. Each of these projects required the necessary research in their respective fields.

Tools

Sketch, Invision, Figma, Webflow, Hadron, Adobe XD, Adobe Photoshop, Adobe Illustrator

Awards

2nd Runner-up for Packinnova 2011