

EMPLOYMENT 4 year 10 month

NETCORE UX lead 2018 - Till now

Smartech (a product of Netcore) is a b2b SaaS product which enables the marketer to communicate their user via different channels.

My role is to

Managing the junior designer.

Setting up the UX processes and design evangelism

Owning the UX of Smartech.

User interview, wireframing, user testing

Creating a design system

Collaborating with Pms and VP

Goomo Holdings Services Pvt Ltd. 2017- 2018

Online Travel Technology company for B2C and B2B

My Roles were to

Conduct concept and usability testing and gather feedback

Define the right interaction model and evaluation

Develop wireframes and prototypes and working with UI designers

Logic Roots Pvt Limited 2015- 2017

PLUS TEN An educational app to learn Addition.

MATHALY An educational app to learn Mathematics.

Tata Tinplate , Graduate trainee. 2010-2011

EDUCATION

Master In Design , Industrial Design Centre, IIT Bombay 2014

Bachelor In Technology National Institute of Technology, Trichy 2010

TECHNICAL SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Indesign
- Balsamiq
- Sketch

Principle

- Axure
- Paper portotype
- 3D modelling

PRACTICAL SKILLS

- User Research
- Usability Testing
- Gamification
- Typography
- Composition
- Storyboarding
- Sketching
- Sprint facilitator